

the **American Perfumer**  
and **ESSENTIAL OIL REVIEW**  
**COSMETICS • SOAPS • FLAVORS**

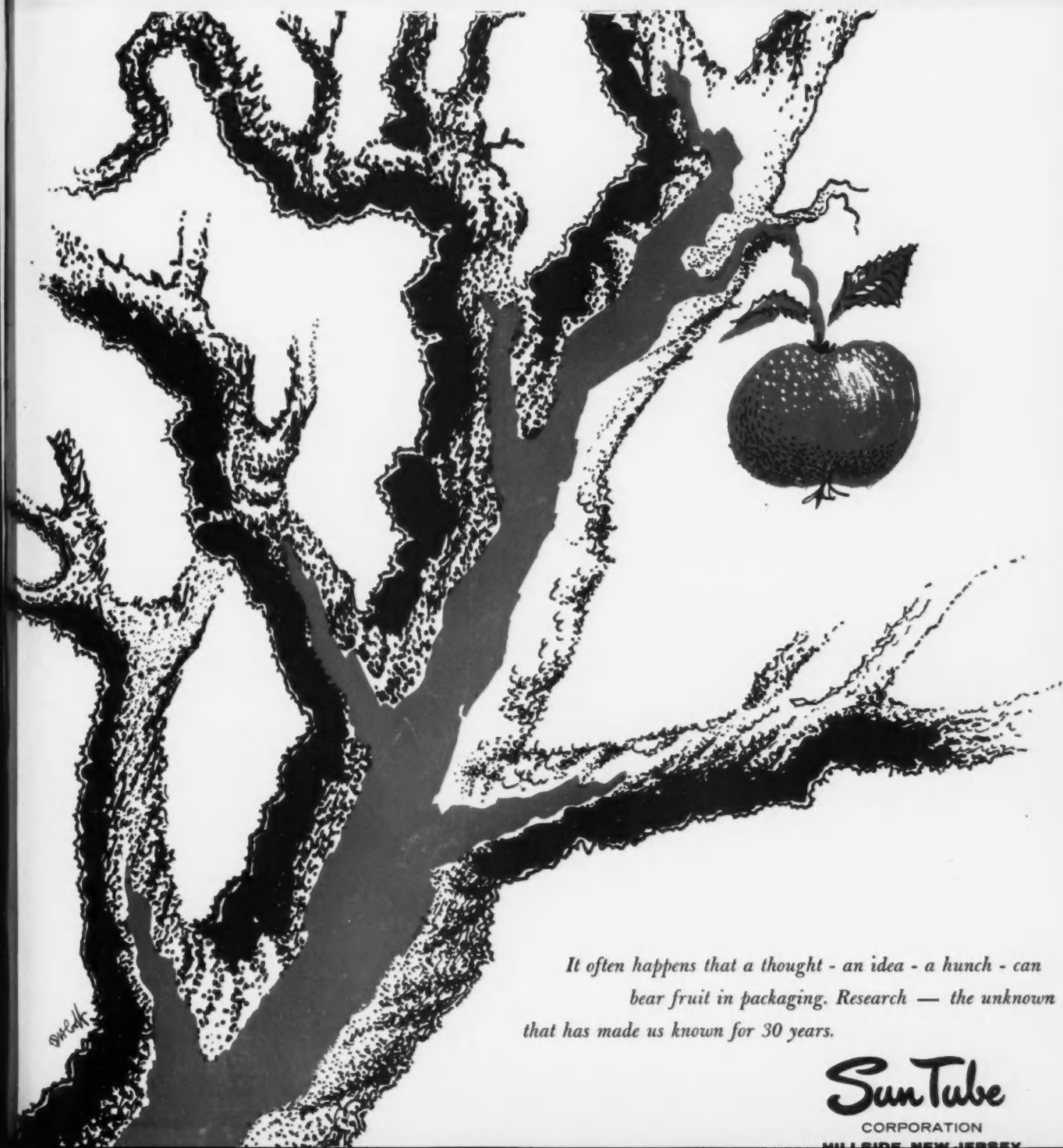
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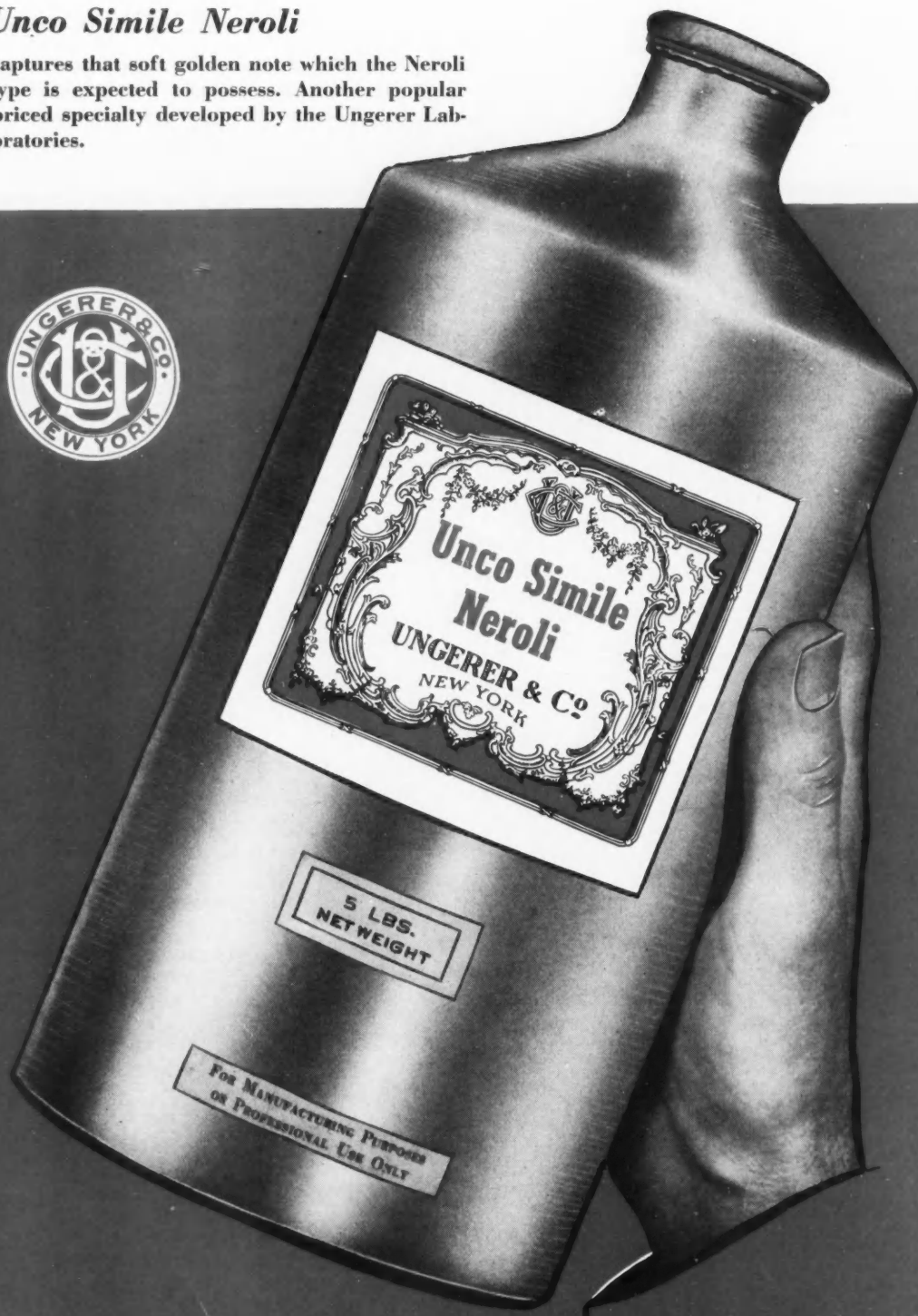
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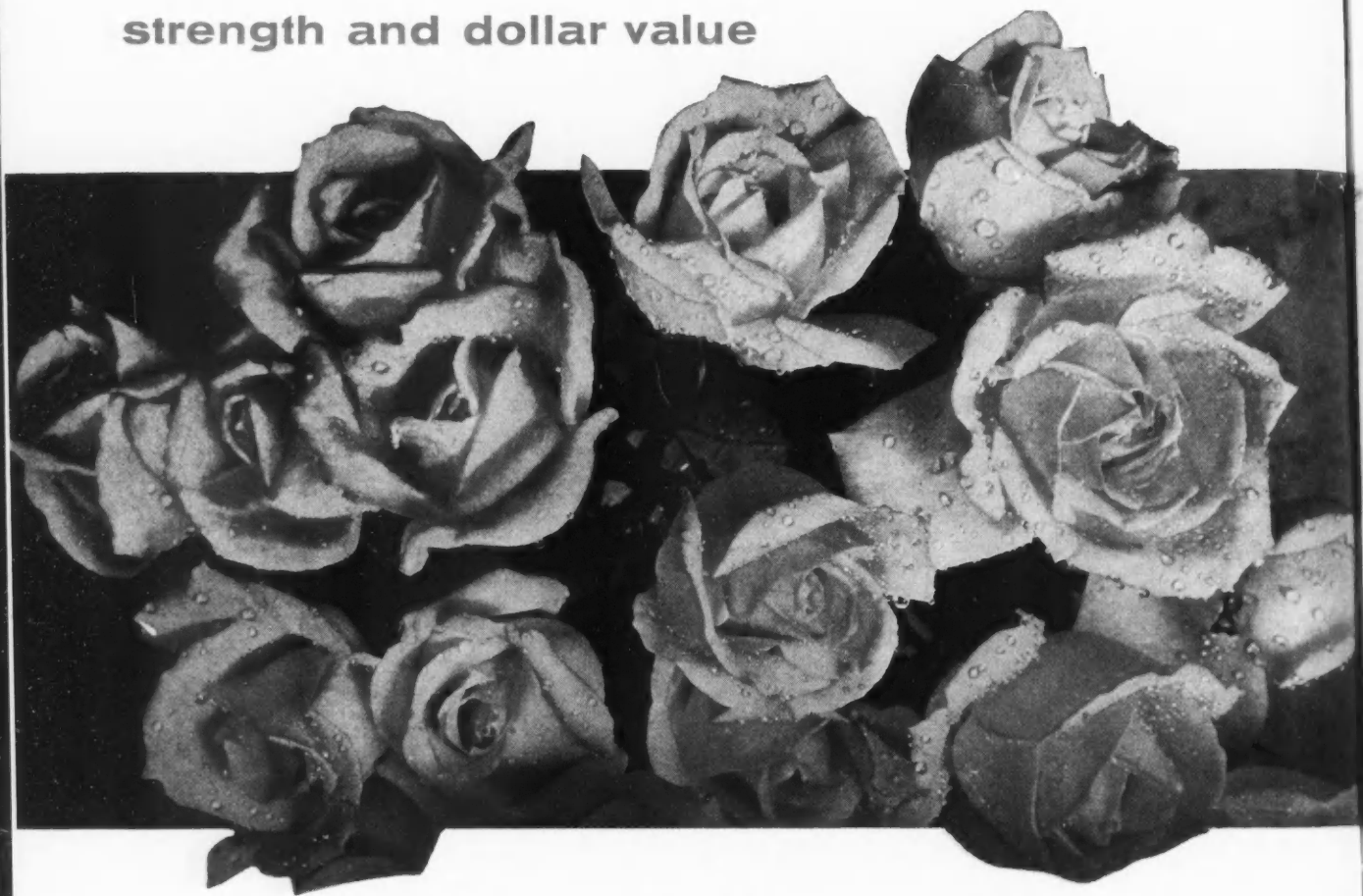
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# the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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\*Chemical Senses, page 1, Moncrief—lists senses as follows:  
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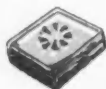
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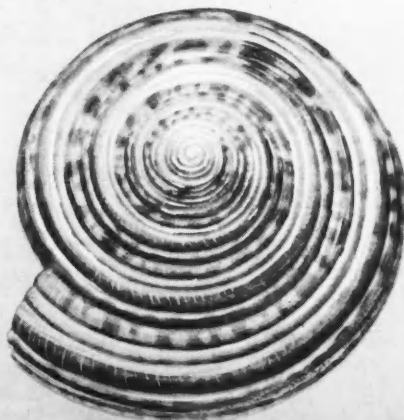
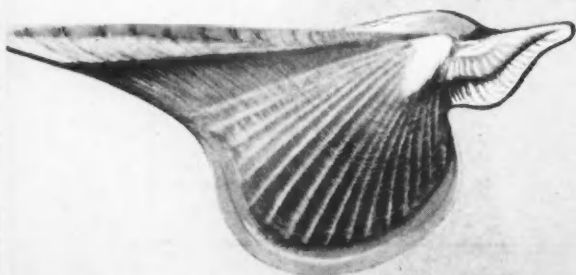
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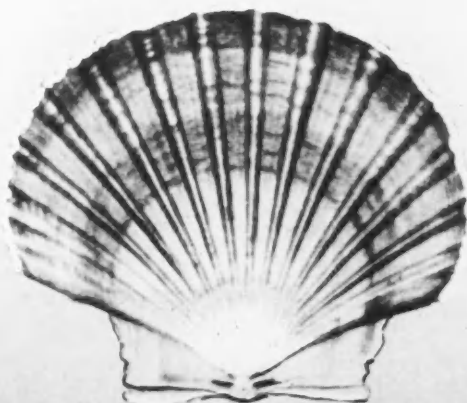
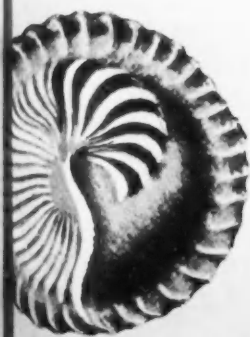
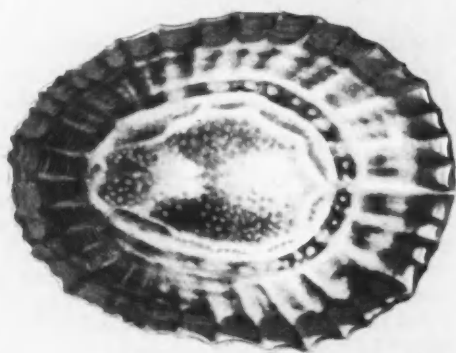
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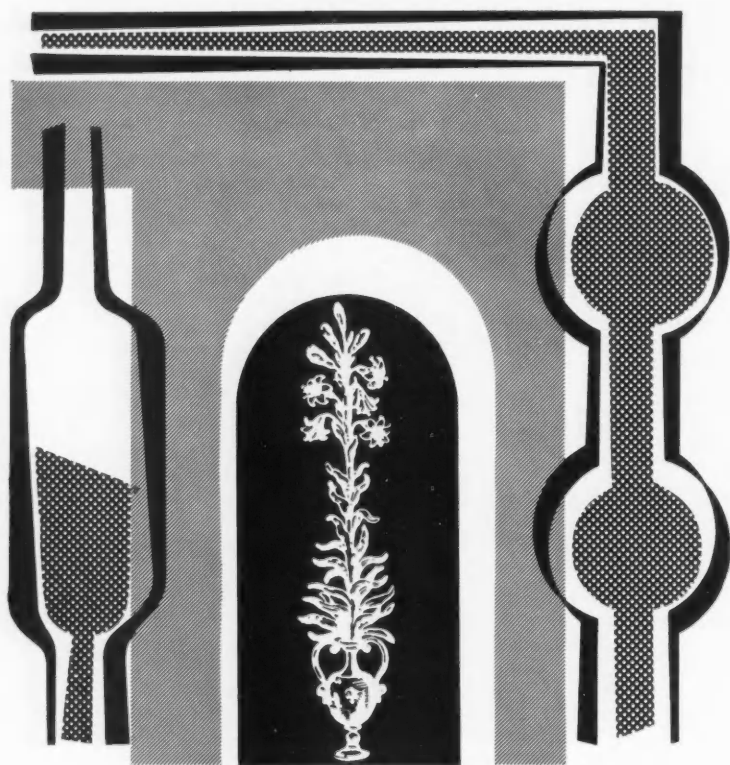
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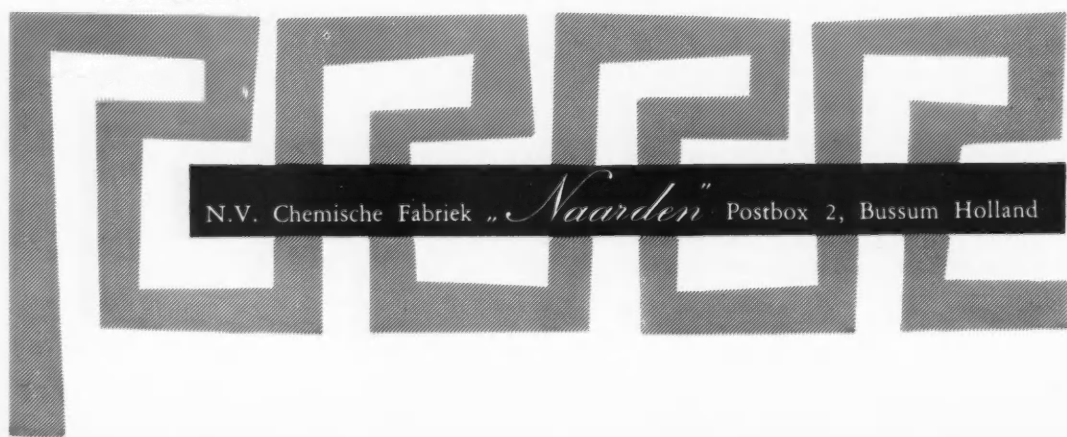




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# Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.

## Bubble Bath

A new stabilized alcohol sulfate based on the sodium coconut alcohol sulfates is available as a bubble bath concentrate. The material is a thick, water-white to light straw-colored material having about 35 per cent active material. It is just going into production.

Just in case you don't consider bubble bath items important, you should check some national surveys.

## Liquid Cream Shampoo

One of the product formulas most often requested is for a liquid cream shampoo. The formula about to be suggested will react differently depending on the nature of the specialty materials. Accordingly, adjustments will be necessary.

Fatty alcohol sulfate paste  
(25-35%) ..... 30 parts  
Magnesium stearate ..... 1-2 "  
Polyvinyl alcohol or methyl  
cellulose enough for viscosity  
Water, to make 100 parts.

Perfume will be necessary, using from 0.4 to 1% depending on the compound used. You will also want to add a conditioner like lanolin, or one of the liquid or soft polyol laurates, oleates or stearates. Cetyl, oleyl or stearyl alcohol, especially the first two, are desirable. These alcohols, particularly the cetyl, tend to stabilize the suspension and act as opacifiers and "conditioners."

To manufacture, this writer likes to warm up the alcohol sulfate paste to around 70°C, emulsify the fats which are warmed to the same temperature, adding to the alcohol sulfate paste under brisk agitation; follow with the magnesium stearate, disperse well, then dilute with the gum mucilages, finally adding the water to the required volume. Perfume is usually added around 50°C and adequately dispersed.



It is recommended that the entire mass be either colloid milled or homogenized to be sure of no lumps.

A note of caution on the perfume. Test it in the product for at least three months before deciding on a given compound. Many odors dissipate themselves after about a month or so.

Suppliers of sodium alcohol sulfate paste 25-35% are numerous today. Once set on a source, don't flit from one supplier to another, for there is a difference between materials that may give you trouble.

## Freezing

With winter just ahead of us, freezing is again a problem. Some say, "I add antifreeze." That may be okeh for the car radiator, but it can be a real problem for a cosmetic. Generally, creams are no problem, if they are otherwise stable. It is the lotions. They expand and by doing so can cause breakage of the package. If you ship all your merchandise to distributing points before winter, that is fine. If you can do it. But if not, better make some tests on head room required as well as the protection afforded by such additions as small amounts of alcohol or a polyol.

The alcohol or polyol, as is, does not depress the freezing point too much but may favorably affect the coefficient of expansion. Guiteras gave a paper on this before the T/G.A. Scientific Section in May 1947. You will find it very interesting.

## Preservatives

In some work being done on preservatives, it is interesting to note the effectiveness of the p-hydroxybenzoates as compared to sorbic, benzoic and dehydracetic acids, all in a concentration of 1:1000, against seven different microbials. Maybe the p-hydroxybenzoates are not perfect, but they certainly look good under lab test.

In this line it has been interesting to note the effect of certain fatty acid nonionics on the growth of microbials when not preserved.

It is certain that the preservation problem is far from solved. If anything, work indicates that preservatives are very much product specific. One other thing stands out, namely, that benzoic acid, even at acid pH (5.5) is practically worthless in a concentration of 1:1000.

## Notes

Willson gave an interesting talk before the New York Section of the Society of Cosmetic Chemists on the subject of Royal Jelly. It was a general discussion and will probably appear in print somewhere. . . . Along this line a German publication finds the saccharides of bee honey to possess antibiotic properties in concentrations of 15 per cent. . . . Did you know that you excrete 17-hydroxycorticoid steroids in perspiration. . . . A new series of food fat stabilizers is based on esters of tricarboxylic acids such as oleyl 1-3 butanediol or acyl propylene glycol citrates. . . . Another series is exempli-



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to an old problem*

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fied by 6,8-dimercaptooctanoic acid. . . . Polycetradriol phosphates are long-acting water-soluble estrogens. . . . A food company is working with dimethyl dichlorosuccinate as a preservative when incorporated into paper use for food wrapping. . . . Now it is cortisone in licorice. . . . a material called glycyrrhizic acid has about 1/20 the activity of cortisone. . . . German producers of higher alcohols and surfactants from them are becoming more active sales wise. . . . My Canadian friends tell me Yankees just don't know how to be good exporters. . . . shipments are

made without proper documents or/and routed the wrong way. . . . One shipment in particular has been all over eastern Canada, parts of New York and thirty days have gone by without delivery. . . . that isn't exactly good business. . . . Someone is telling high school students that they can get samples of cosmetics and data on their composition—just for the asking. . . . A statement made in one of the trade journals to the effect that all you had to do to offer fluoride dentifrices, was to write to the Food and Drug Administration and get permission to do

so. . . . That isn't true. . . . You still have to prosecute a new drug application, Ass't. Commissioner Yakowitz advises. . . . The December S. C. C. Meeting is to have several papers on dandruff, its cause and possible treatment. . . . Williams writing in "The Practitioner" states that the most important advances in treatment of allergies now, is the use of cortical steroids rather than antihistamines (as it was in say, 1951). . . . Russell, on the other hand, cautions an overtreatment of skin disorders, the skins natural healing powers being what they are.

## Questions & Answers

### 1166: Silicones

Q. Where can I get working samples of the silicones, and also the dyes that can be incorporated into cream rinses. Since we have had a measure of success from one idea "lifted" from your editorials, we would like to work with the above items. N. K. W., Ohio.

A. You can get working samples of silicones at Dow Corning Corp., Midland, Michigan and General Electric Co., Mechanicville, N.Y. The dyes may be obtained from National Aniline Division of Allied Chemical and Dye Corporation, 40 Rector Street, New York 6, and Kohnstamm and Company, 83 Park Place, New York.

### 1167: Lanolin Hair Dye

Q. We would like to make a non-staining, light sensitive lanolin cream type hair dye which does not contain any coal tar product. We want to make one similar to a product put out by Hair-tone, Inc., of Coral Gables, Florida. A sample of this product will be sent to you if you are not already acquainted with it or should you desire to see it. From what we have been able to learn, this type of product seems to color gray hair back to its original shade without giving a dead or dyed look. To use, it is massaged into hair and scalp and then finished off with a wet comb or brush. This is done daily for two or three weeks until the desired shade is obtained, then it is used only two or three times a week to maintain color. Hairtone is a light yellow color, just off-white and is a cream of a vanishing type base. We have heard that it contains potassium acetate. Among the other chemicals which we are guessing

that it might contain are pyrogallol-sulphonic acid or the alkaline salt of it, some PVP, sulforous acid, sulfur dioxide or pyrocatechin. This product seems to have a sulfur type odor, which has been camouflaged or nearly overcome by a suitable strong perfume. It is our belief that its yellow-cream (light color—just off-white) is imparted by one of the chemicals used in the formula. We know hair dye formulations and technical data are quite secretive—we have been making a liquid para type for eighteen to twenty years ourselves. If you are unable to help us by shedding any light on this type formulation, we would appreciate it if you can furnish the name and address of some firm that makes this type of chemical for hair dyes and who possibly has a color technical staff who could help us. N. S. M., Calif.

A. We are not acquainted with the type of hair dye cream you mention but assure you that the formula was developed only after a great deal of research had been done. Therefore, it is rather difficult to pick out a formula and pass it along to you. However, the product may not be as complex as we think, and therefore suggest you send us an original container and after examination we may be able to offer some basis for your own experiments.

### 1168: Poalacrylates

Q. My interest in poalacrylates has been aroused, and I would appreciate it if you could acquaint me with the available sources of these materials so that I could obtain samples for experimentation. D. S. E., Ore.

A. The poalacrylates are being made by several companies. American Cyan-

amid and Chemical Corp., are producing the water soluble sodium salts. Rohm and Haas Company, make the soluble product under the trade name, Rhoplex. American Polymer Company, Div. of the Borden Co., also supply them.

### 1169: Pressing Oil

Q. We would like to get any information you may be able to give us on the very popular greaseless hair creams. More specifically, we want to make a greaseless pressing oil. We would appreciate it very much if you would advise what substitute is used for the greasy mineral oil formerly used. Anything that you can do for us along this line will be greatly appreciated. C. A. B., Penna.

A. A greaseless pressing oil replacing the mineral oil with materials such as isopropyl palmitate or myristate can be made but do increase the price of the product. You can make a pressing oil less greasy by using mineral oil by making an emulsion either as a liquid or as a solid, containing from 35 to 65 per cent fats. Such an emulsion will leave less residue but still protect the hair from being damaged by the hot irons used. The following formula is a basis for your work.

#### All Purpose Cream

Mineral Oil 65/70	5.0%
Mixture of propylene glycol and polyoxyalkylene stearate	4.0%
A. Petrolatum (short fibre)	40.0%
Lanolin (anhyd.)	4.0%
Paraffin wax (or microcrystalline wax)	12.0%
Water	32.8%
B. Magnesium sulfate U.S.P.	0.2%
Sorbital Syrup	2.0%
Preservative	q.s.
Perfume	q.s.

Preparation: Warm the oil phase (A) and water phase (B) separately to 70-75°C. Add the water phase (B) gradually to the oil phase (A) while stirring. Add perfume at 55° to 60°C. Fill directly into jars at 55° to 60°C.

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## Chromatographic Determination of

Oxygenated Compounds  
in Essential OilsPenelope Atsaves Wotherspoon, M.S.<sup>a</sup> and Paul Z. Bedoukian, Ph.D.<sup>b</sup>

Essential oils are used in perfumery and flavoring mainly because of the oxygenated compounds which they contain. The hydrocarbons, usually terpenoid in nature, are of little value as they possess relatively no odor or flavor and are prone to oxidative changes resulting in deterioration of the oil. In the analysis of essential oils, highly specialized techniques have been developed to determine the amount of each of the oxygenated components, such as alcohols, esters, ketones, aldehydes, etc. The real importance of an essential oil, however, lies in its aroma or flavor which in turn depends on the sum total of all of its oxygenated components. A method for determining the total amount of oxygenated compounds in an essential oil is therefore of practical value. The authors have accomplished this by chromatographing essential oils on silica gel using pentane for the elution of the hydrocarbons, and diethyl ether for the oxygenated materials. The method has been tested on artificial mixtures and found to give reliable and reproducible results. At the same time, the technique has been developed with a view to its general application by the industry without recourse to specialized equipment or to reagents.

**L**ARGE quantities of essential oils and synthetic perfumery materials go into the manufacture of cosmetics, soaps and other toiletries to impart a pleasant aroma to these products. The flavor of many foods and beverages is also dependent on the presence of certain essential oils or synthetic flavoring agents. Because essential oils are derived from plants, their composition is subject to considerable variation and it has been necessary to develop methods for determining the com-

position of these oils.<sup>1</sup> These methods, based on well-known chemical reactions, are used to determine a certain type of component of the oil, such as its ester or alcohol content.

*Aroma Sum Total of Oxygenated Compounds*

The most important property of an essential oil is its aroma or flavor, which is a measure of the sum total of its oxygenate decompositions. The hydrocarbons, which occur naturally in various proportions in practically

<sup>a</sup> Fabergé, Inc.<sup>b</sup> Consulting chemist. Author of *Perfumery Synthetics and Isolates*. This work was done in the laboratory of Fabergé, Inc.

all of the essential oils, are relatively devoid of odor or flavor. Since there was no single chemical method of determining the amount of terpene hydrocarbons and total oxygenated constituents in essential oils, it was decided to try a chromatographic method for the solution of this problem.

In spite of the voluminous literature on column and paper chromatography which has appeared in the last few years illustrating the successful application of

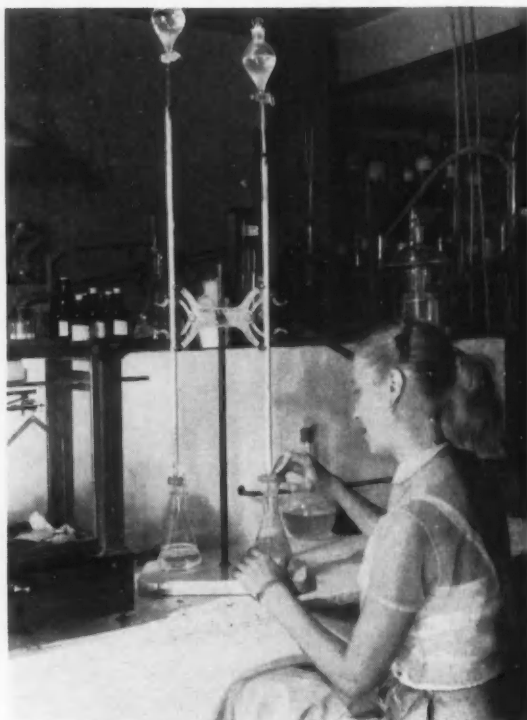
controlled conditions it gave highly satisfactory results even with the most sensitive materials.

#### *Technique Applicable to Terpenes*

Recently, Kirchner, Miller and Keller<sup>3</sup> reported a new technique somewhat analogous to paper chromatography but applicable to terpenes. They used adsorbent-coated glass strips and after the development of the



Courtesy Compagnie Parento  
The chromatic determination of oxygenated constituents of essential oils may be carried out with simple laboratory apparatus without recourse to either specialized equipment or reagents.



Courtesy Compagnie Parento  
With only a small amount of practice it is possible to drive off the last traces of solvent from 25 ml. flasks and to obtain results which are surprisingly accurate and reproducible.

chromatographic techniques in many fields, little effort has been made to apply it to the essential oil industry. A number of reasons can be suggested for the apparent lack of interest in this direction. The essential oil industry is a relatively minor one when compared with other branches of applied organic chemistry, such as the dye or pharmaceutical fields. The components of essential oils are colorless and thus do not lend themselves readily to chromatographic analysis. Furthermore, essential oils are such complex mixtures that a chromatographic separation of its components seems almost impossible. In addition, many constituents of essential oils are unstable and cannot be handled and exposed to air without deterioration or evaporation. On the other hand, chromatography appears to be admirably suited to certain specific problems.

Although a number of reports have appeared in the literature on the use of alumina or active earths in chromatographing essential oils or their components<sup>2</sup>, these mediums proved too active and caused alterations in the structure of the terpenes. In our experiments, activated alumina was found to be unsuitable and silica gel was adopted as the more desirable medium. Under

chromatogram the zones were made visible by spraying the strips with suitable reagents. The "chromatostrip" method was further developed to follow the purity of fractions obtained in large scale column chromatography procedures<sup>4</sup>. Chromatostrips were also used to choose the most suitable solvent for a particular mixture. A further study by Miller and Kirchner<sup>5</sup> indicates the usefulness of this method in the identification of constituents of essential oils.

In another publication, Kirchner and Miller<sup>6</sup> report a method of preparing terpeneless essential oils by absorbing the oil on hexane-washed silicic acid and then washing out the hydrocarbons with hexane. The oxygenated compounds were then eluted with ethyl acetate or other suitable solvents. An effort was made to determine the minimum amounts of silicic acid necessary to remove the terpene hydrocarbons from 100 gram quantities of oils, thereby indicating the possible commercial application of the method for the preparation of terpeneless essential oils.

We have found that by the use of lower boiling liquids such as pentane and ether, and a much larger proportion of silica gel per unit quantity of oil, it is



possible to use this method as an analytical procedure. Using synthetic mixtures, this procedure gave highly accurate and reproducible results, the errors obtained being well within the range of experimental limits.

#### EXPERIMENTAL

In developing this method, care was taken to use a procedure which could be employed by the analyst in the industry with equipment already at his command. Thus, the column used was a 50 ml. burette; the solvents were pentane and anhydrous ether (plus methanol in rare cases where it was necessary to remove oxygenated waxes). Also needed were an analytical balance to weigh the oils and a water or steam bath to distill off the solvents. The commercial grade of silica gel for chromatography gave excellent results<sup>7</sup>.

A small cotton plug was placed at the bottom of the burette to prevent the entry of particles of silica gel into the ground glass stop-cock. Silica gel weighing approximately 25 gms. was poured into the burette followed by gentle tapping to settle the powder. The column was then washed with approximately 25 ml. of pentane and the weighed sample of oil, after being diluted with 10 ml. of pentane, was added to the column. After the oil was entirely absorbed by the silica gel, the column was eluted continuously with pentane until the eluent liquid possessed no odor of terpene hydrocarbons. This is done by taking a drop of the eluent liquid on the tip of a perfume blotter and smelling it. After a little experience, this procedure gives excellent results. The amount of pentane required for 1-2 gms. of oil varied from 200-250 ml. depending upon the composition of the oil. The combined pentane fractions, collected in a 250 ml. Erlenmeyer flask, were then distilled at atmospheric pressure until the flask was almost free of pentane. The contents were carefully transferred into an accurately weighed 25 ml. Erlenmeyer flask, the larger flask being washed with small portions of pentane, and the contents transferred into the 25 ml. flask until the large flask was free of any terpenes. The pentane was then evaporated off from the 25 ml. flask and weighed to determine the terpene content.

In practice, a small piece of pumice is placed in the 25 ml. flask before weighing. This facilitates the boiling off of the pentane without bumping. The last traces of pentane come off very easily. It is best not to expose the flask directly to the steam but rather to allow it to heat on the metal. Near the end, the flask is picked up and tilted, holding it against the light. If there is any pentane left in the flask, its vapors are seen to flow out. This is repeated every half minute or so until no more vapors appear to be coming out of the tilted flask. The flask is then allowed to cool and is weighed. With a little practice, it is possible to obtain surprisingly accurate and reproducible results. Prolonged heating causes loss of material and care should be taken to stop the heating after all the pentane has been driven off.

The column which has been washed free of terpene hydrocarbons is now eluted with anhydrous ether until tests on perfume blotters indicate the absence of any odor in the eluent ether. The amount of ether required for the complete elution of oxygenated constituents is from 150 to 200 ml. The above procedure is repeated by distilling off the ether from the large flask, transferring the residue into a small weighed flask containing a piece

of pumice, and determining the amount of oil.

We have found by experience that the 25 ml. Erlenmeyer flask gives the best results. Larger flasks or flasks with long necks necessitate prolonged heating in order to eliminate the last traces of solvent.

In the case of orange and other oils where there is only a small percentage of oxygenated constituents an important part of which consists of waxes, it was found advisable to wash the terpene-hydrocarbon free oil with small quantities of commercial anhydrous methanol in which the waxes are insoluble. The wax-free oxygenated constituents were determined by taking the filtered methanol solution and evaporating off the methanol.

With essential oils such as citrus oils which consist largely of terpene hydrocarbons, it is preferable to take a large sample of 2 to 5 gms. For oils containing lesser amounts of terpenes, 0.5 to 1 gm. is sufficient for analysis. In all cases the oils were dried with calcium sulfate before chromatographing.

The entire procedure took a full day. By using a battery of burettes, however, it is possible to make as many as six determinations during the course of a day.

#### Synthetic Mixtures and Essential Oils Used

Orange oil which consists of about 95 per cent terpenes was adsorbed on silica gel and washed with pentane. The pentane-terpene fraction was taken and after distilling off the pentane the terpene was fractionally distilled under reduced pressure through a four-foot column packed with protruded packing. The middle fraction was taken as pure terpene hydrocarbon and used in the experiments with synthetic mixtures. The terpenes thus prepared had the following properties: b. p. 68° to 70° C. (23 mm. Hg.),  $d_{23/25}$ , 0.841,  $n_D^{25}$ , 1.470,  $\alpha_D^{25}$  +94.8.

In one of the experiments, a sesquiterpene hydrocarbon was used. Crystalline cedrol 25 gms. was mixed with 50 gms. of toluene and a few crystals of iodine and refluxed using a water trap. After two hours the cedrol was dehydrated completely as evidenced by the fact that there was no more formation of water. The toluene-cedrene mixture was washed with alkali to remove the iodine and the balance distilled. The crude cedrene was fractionally distilled through the four-foot column and the middle fraction taken as pure cedrene sesquiterpene hydrocarbon. The constants obtained were: b.p. 81° to 83° C. (3.5 mm. Hg.),  $d_{23/25}$ , 0.943,  $n_D^{25}$ , 1.495,  $\delta_D$ , -86.4. The cedrene was further purified by chromatographing with silica gel and there was no change in its physical constants.

The oxygenated materials used were of the highest purity obtainable. They were either recrystallized solids or high boiling liquids such as are used by the industry. These liquids are purified by fractional distillation and are free from terpene hydrocarbons for experimental purposes.

In the case of natural essential oils, we took samples which we considered to be the best quality commercially available. Since they are products obtained from natural sources, it is to be expected that their composition will vary somewhat and the results will not be identical with those obtained from other lots by us or other workers.

All experiments were carried out on two samples and the results are shown on the following tables.



## Experimental Results

### DETERMINATION OF OXYGENATED COMPOUNDS IN SYNTHETIC MIXTURES

SYNTHETIC MIXTURE	MIXTURE CHROMATOGRAPHED (gms.)	RECOVERY (gms.)	% YIELD
(a) Ester Mixture and Terpene	(1) Ester Mixture	0.4310	Ester Mixture 0.4315 100.1
Benzyl Acetate 0.5290	Terpene	0.7536	Terpene 0.7536 100.1
Iso-Amyl Salicylate 1.0479			
Methyl Phenyl Acetate 0.9758	(2) Ester Mixture	0.4060	Ester Mixture 0.4080 100.5
Benzyl Benzoate 0.3266	Terpene	0.6385	Terpene 0.6390 100.1
(b) Alcohol Mixture and Terpene	(1) Alcohol Mixture	0.3621	Alcohol Mixture 0.3632 100.3
Geraniol 1.0075	Terpene	0.6139	Terpene . . . . .
Linalool 0.8384			
Terpineol 0.3456	(2) Alcohol Mixture	0.3030	Alcohol Mixture 0.3050 100.6
Citronellol 1.0538	Terpene	0.5105	Terpene 0.5108 100.1
(c) Carbonyl Mixture and Terpene	(1) Carbonyl Mixture	0.4207	Carbonyl Mixture 0.4211 100.1
Methyl Ionone 0.5484	Terpene	0.6033	Terpene 0.6039 100.1
Hydroxycitronellal 0.4109			
Amyl Cinnamic Aldehyde 0.7532	(2) Carbonyl Mixture	0.3210	Carbonyl Mixture 0.3219 100.3
Heliotropin 0.2897	Terpene	0.6734	Terpene 0.6740 100.1
Benzophenone 0.2262			
(d) Complex Mixture and Terpene	(1) Complex Mixture	0.4707	Complex Mixture 0.4711 100.1
Ester mixture (a) 0.7852	Terpene	0.9069	Terpene 0.9072 100.2
Alcohol mixture (b) 0.9789			
Carbonyl mixture (c) 0.6999	(2) Complex Mixture	0.3877	Complex Mixture 0.3880 100.1
	Terpene	0.6626	Terpene 0.6636 100.1
(e) Complex Mixture (d) and Cedrene	(1) Complex Mixture	1.2100	Complex Mixture 1.2130 100.2
	Cedrene	2.2340	Cedrene 2.2310 99.8
	(2) Complete Mixture	1.1570	Complex Mixture 1.1571 100.0
	Cedrene	2.2800	Cedrene 2.2780 99.9

### DETERMINATION OF OXYGENATED COMPOUNDS IN NATURAL ESSENTIAL OILS

ESSENTIAL OIL	ESSENTIAL OIL CHROMATOGRAPHED	RECOVERY %	TOTAL % YIELD
Bergamot Oil	(1) Oxygenated Constituents 0.5790	58.7	
	Terpene Fraction 0.4050	41.0	99.7
	(2) Oxygenated Constituents 0.7450	58.3	
	Terpene Fraction 0.5290	41.4	99.7
Lavender Oil	(1) Oxygenated Constituents 0.7445	74.3	
	Terpene Fraction 0.2584	25.8	100.1
	(2) Oxygenated Constituents 0.8242	74.7	
	Terpene Fraction 0.2758	25.0	99.7
Geranium African	(1) Oxygenated Constituents 0.6218	75.1	
	Terpene Fraction 0.2051	24.9	100.3
	(2) Oxygenated Constituents 0.6607	76.0	
	Terpene Fraction 0.2190	25.1	101.1
Ylang Ylang	(1) Oxygenated Constituents 0.7750	86.0	
	Terpene Fraction 0.2720	14.1	100.1
	(2) Oxygenated Constituents 0.6870	85.9	
	Terpene Fraction 0.1135	14.2	100.1
Bois de Rose	(1) Oxygenated Constituents 1.0322	89.2	
	Terpene Fraction 0.1273	11.0	100.2
	(2) Oxygenated Constituents 1.1789	89.0	
	Terpene Fraction 0.1419	10.7	99.7

ESSENTIAL OIL		ESSENTIAL OIL CHROMATOGRAPHED	RECOVERY %	TOTAL %	YIELD
Lime Distilled	(1) 2.3482	Oxygenated Constituents	0.4438	18.9	
		Terpene Fraction	1.8905	80.5	99.4
	(2) 2.5058	Oxygenated Constituents	0.4761	19.0	
		Terpene Fraction	2.0290	81.0	100.0
Lemon Oil	(1) 3.1972	Oxygenated Constituents	0.3199	10.0	
		Dewaxed Oxygenated Constituents	0.1923	6.0	
		Terpene Fraction	2.8775	90.0	100.0
	(2) 2.6131	Oxygenated Constituents	0.2452	9.4	
		Dewaxed Oxygenated Constituents	0.1568	6.0	
		Terpene Fraction	2.3879	91.0	100.4
Orange Oil	(1) 2.2183	Oxygenated Constituents	0.1087	5.0	
		Dewaxed Oxygenated Constituents	0.0887	4.0	
		Terpene Fraction	2.1096	91.0	96.0
	(2) 2.9723	Oxygenated Constituents	0.2279	7.7	
		Dewaxed Oxygenated Constituents	0.1248	4.1	
		Terpene Fraction	2.7444	91.5	99.2

A reliable and practical procedure has been developed for the determination of the total oxygenated constituents of essential oils. The method is simple and requires no specialized equipment. Since the value of essential oils depends on the total oxygenated constituents, the method should prove useful to the industry.

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Since this article was written, an American patent has been taken out describing the application of Chromatography in the manufacture of Terpeneless Oils. The following abstract appeared in Chemical Abstracts, Volume 49 #19, page 13606.

"TERPENELESS ESSENTIAL OILS. Justus C. Kirchner and John Miller (to the United States of America, as represented by the Secy. of Agr.). U.S. 2,712,008, June 28, 1955. Terpenes can be removed from essential oils by the use of Chromatographic adsorption techniques. A Tswett tube 2½ in. in diam. was packed with 136 g. of finely divided silicic acid wetted with hexane. Orange-peel oil (100 g) was poured on and drawn by vacuum into the adsorbent. Then, 600 ml. of hexane was drawn into the adsorbent until a spot test with 0.05% fluorescein and Br was positive. The receiver was changed, and the terpenehexane soln. was collected until neg. to the spot test. After removing hexane at 12 mm. at 0°, the terpene yield was 90.7% and did not contain nonterpenes. The essential oil was similarly eluted with 800 ml. EtOAc, and 4 g. of terpeneless oil was obtained. The same procedure applied to 100 g. oil yielded terpeneless

oil as follows: 16.5 g. grapefruit, 6.0 g. lemon, 74.5 g. clove, 67.5 g. peppermint, 74.0 g. bay, and 28.8 g. cedarwood. Acetone may also be used as an eluent for the nonterpenes. The adsorbent may also be used as a slurry and the liquids centrifuged off. M. P. G."

Hydrocortisone filters out the light rays that cause sunburn according to research by Dr. Norman Naof of New York University, but it is not as efficient for the purpose as standard sun lotions.

The United States chemical industry, a "growth" industry, has shown an annual growth since 1951 of 7.5%; but the West European chemical industry growth has been 15% per year.—*R. S. Aries*.

One good way not to push yourself ahead is to pat yourself on the back.—*Houghton Line*.

Including the class of 1955 the total number of graduates from the Philadelphia College of Pharmacy and Science is 12,363.

People made more money last year than government experts had figured. They had more left after taxes. Finally they spent more and saved less.—*Business Week*.

If you had started at the beginning of the Christian era to spend at the rate of \$1,000 a day and had kept it up continuously to September 1, 1955 your total expenditures would amount to about \$749,163,000. To reach the billion dollar total at this rate you would have to go on spending \$1,000 a day for another 783 years or until A. D. 2739. That gives you an idea of what a billion dollars is.—*Readers' Digest*.

## The Dentrifrice Additives: Fluoride and Money

WITH ammoniation, chlorophyll, and anti-enzyme additives receding slowly into the background dentifrice manufacturers are now pushing their products with two new bulldozers—*fluoride* and *money*.

Proof of the effectiveness of additives in toothpastes can be found in the market reports of the past few years. In 1949-50, with ammoniation and plenty of publicity to help it along, Block Drug Co. pushed its Ammi-I-Dent toothpaste into the number two spot in the market. Some bad publicity made Ammi-I-Dent's position rather precarious and competitors took the rest of the gravy.

A green-color substance, Chlorophyll, hit the scene with a splash in 1951, and using somewhat the same methods as the ammoniated products, took a third of the market until chlorophyll foot pads and dog food got the ingredient laughed right out of contention.

Not quite as spectacular as the rest, but something which was felt on the market, was Lambert's Listerine tooth paste with its anti-enzyme additive.

At the present time, three big manufacturers, Procter & Gamble, Block and Lambert, are test marketing fluoridated toothpastes—a fact which ensures fluoride as being one of the market's promising new ingredients.

The second bulldozer in the situation is money. Using the soap maker's philosophy of investment spending with a three to five-year return (and at a cost estimated at \$20,000,000), Procter & Gamble took over second place, now having 23% of the market, due largely to its new Gleem toothpaste. Colgate, which fell to 37% last year is back to almost 40%. Pepsodent and Ipana, helped along by trade and consumer deals, are down only a little—Pepsodent from 1954's 11.6% of the market to 10.1% this year, Bristol-Myers' Ipana from 9.0% to 8.1%.

Lambert's Listerine and Antizyme share 3.8% of the market at the present time, down from 4.4% last year. However, Block's Ammi-I-Dent and Lever Brothers' Chlorodent, which both got into the market through the additive angle, have fallen. Ammi-I-Dent is down from last year's 6.2% to 3.7% and Chlorodent in down from 4.6% last year to 2% this year.

Fluoride dentifrices are not being dealt with lightly, however. Even though there are certain restrictions concerning use by children, they are receiving quite a consumer ovation.

Although the American Dental Assn. and the American Medical Assn. have not approved fluoride toothpaste, they are getting behind fluoridization of community water supplies. If fluoride toothpaste could get their approval, it could change all bets in the industry.

Along with all the publicity, the brands now test-marketing have picked cities where fluoride is in the water. Gleem's slogan: "For people who can't brush their teeth after every meal," is showing big results.

Lambert is putting big money into a few markets and maintaining national distribution for its Antizyme with thinner national effort. Their hope is to pick up a profitable share of the market in one city, and use it to fight for another.

Marketing factors seem to favor P&G, Lever and Colgate, however. Toothpaste, traditionally a drug store item, now gets an estimated 58% of its volume

through grocery outlets. Bristol-Myers, Block and Lambert cannot hope to match the retail selling job of the soap world's big three. Block Drug's George Abrams, advertising vice president, expects the market to become more like the soap business, less like the drug business: "I think it's going to be a dealing sort of business with coupons and deal merchandise, one promotion after another. I see it as a business where P&G and Colgate will bring out new products regularly and the one solution for smaller brands will be their hard core of users."—*Abstracted from Tide*.

## What is Needed in Packages

WHAT is needed in packages was explained by Fred W. Spammagel, American Viscose Corp., in an address before the Western Packaging Assn.

I am told that homemakers prefer screw top closures to the pryup types, that they prefer string pull openers on paper packages, pour spouts, spray cans. I understand they do not like "press here," "cut here," "tear up top" openings; key-type openers on cans are none too popular. Packages of the future will be easy to open, will incorporate better methods of dispensing the product, will show the number of servings by volume or weight.

## Bankruptcies This Year

BANKRUPTCIES will total more than in the depression year of 1932; but 80% will involve salaried persons who got themselves into financial difficulties. That is worse yet. It doesn't spell out happy days for concerns selling consumer goods on the time payment plan.—*E. L. Covey, chief of the federal courts' bankruptcy division.*

Do you want to appeal a federal tax decision? A leaflet has been issued by the Small Business Administration, Washington 25, D. C., explaining how to take the Internal Revenue Service into court if you feel unfairly treated. Copies are available without charge at any regional office or one may write to Washington for a copy of the leaflet "Appeal Procedure for Income Tax Cases."

• • •

A guide to foreign business directories has been issued by the Department of Commerce, Washington 25, D. C. It contains 132 pages and sells for 45¢. It is aimed to assist in locating importers, exporters, manufacturers and suppliers in foreign countries.

• • •

Furs become lovelier when perfumed; and with Paris designers decreeing a touch of fur on almost everything from sweaters to a dress it becomes necessary to point out that perfume should not be applied directly to the fur itself. Instead the perfume should be sprayed on the lining of the fur, coat, jacket or stole. Then when the furs are donned a mist of the same perfume should be sprayed into the air and milady should walk through it. All fragrances are beautifully sympathetic to fur.

# Bulgarian Otto of Rose

DR. NIKOLA NOKOLOV†



**B**ULGARIAN otto of rose owes its qualities to two main elements: the climatic and soil conditions in Bulgaria and the manner of its preparation.

The oil-yielding roses (*Rosa Damascena* Mill and *Rose Alba D*) which are used in obtaining otto of rose, find most favorable conditions of growth in Bulgaria, particularly in the valley nestling between the Stara Planina and the Sredna Gora ranges along the Strema and the Tundja rivers, known as the Rose Valley.

The composition and structure of the soil, the petrographic nature of the terrain, the moderate temperature, the frequent and temperate rainfalls, the great cloudiness, gentle and moderate winds, the protection of the neighboring mountains, the influence of the Mediterranean which is to be felt in the Spring,—all these are factors very favorable to the rose thriving in the Rose Valley.

The otto of rose is obtained by steam distillation of

the rose blossoms and the cohobation of the distillation water.

Formerly otto of rose was obtained in a primitive manner in small distillation stills of a capacity not greater than 120 litres; today it is obtained in modern

Harvesters picking the rose blooms in the Rose Valley of Bulgaria.



† Head of the chemical laboratories and technical department of the State enterprise Bulgarska Rosa.



One of the many pickers who harvested this year's crop of roses.

installations with a capacity of over 5,000 litre by applying the methods of modern technology based on the results of research in recent years.

The agrotechnical research and measures adopted in regard to the Bulgarian oil-yielding rose are aimed at increasing the yield and improving the quality of the essential oil contained in it.

Chemical and technological research is carried on constantly in order to improve the quality of the otto of rose, in particular its aroma. The research work also includes an examination of the influence of the meteorological conditions on the yield and quality of the oil; the specific dynamics of accumulation of rose otto, as well as of the composition of its separate fractions obtained during the distillation of the rose blossoms.

Along with the agrotechnical, chemical and technological studies, additional research has been undertaken to find new properties of the otto of rose, which have a bearing on its quality and on its purity in particular. These concern the viscosity, the curve: temperature-pressure, the number of drops, the emulsion capacity of the otto of rose and others.



A part of the results of this research work has already been published.

Bulgarian otto of rose possesses the following physico-chemical constants:

1. Appearance—highly mobile transparent liquid.
2. Color—yellow to yellowish green.
3. Scent—typical of otto of rose.
4. Specific gravity at 30° C—0.848—0.861.
5. Refractive index at 25° C—1.4530—1.4640.
6. Optical rotation, 100 mm— -2.2°— -4.8°.
7. Freezing point—16.5°—23.5° C.
8. Acid number—0.92—3.75.
9. Ester number—7.2—17.2.
10. Saponification number—8.0—21.0.
11. Ester number after acetylation—197—233.3.
12. Free alcohol, as geraniol %—62.9—75.5.
13. Combined alcohol, as geraniol %—2.0—4.7.
14. Total alcohol, as geraniol %—65.8—78.2.
15. Stearoptene content %—15—23.

In addition to otto of rose, rose concrete can be obtained by treating the blossoms of Rose Damascena Mill with petroleum ether. This substance possesses the fine fragrance of the rose and the content of the absolute in it reaches 68 per cent.

In recent years both production of and trade in otto of rose are being carried out by the State. This has made it possible to concentrate the production of otto of rose into a big enterprise which in turn affords more efficient management as well as strict control of the production process. This enterprise purchases all the rose blossoms for processing in its installations. All such installations are State property.

Rose blossoms are furnished by both private and co-operative farmers. Theirs is the care of the blossoms until they are delivered to the respective installation. It is in the interest of the farmers to cultivate rich and high grade crops. In addition to the favorable price, the rose producer receives premiums in cereals for every kilogram of rose blossoms delivered at the installation. He is also given premiums for each acre of newly planted rose-gardens. The necessary quantities of fertilizers are available. In the case of the co-operative farms the cultivation of the rose-gardens is mechanized and the methods of modern agrotechnics are applied.

It should be noted in connection with the 1955 crop that climatic conditions in this year were characterized by a warm February, a cold April and rainy May and June. The warming up in February caused an early development of the rose gardens, some of which froze during the cold spell in April. This had a negative effect on the quantity of the flowers obtained. The rain in May and June made it possible for the flowers which survived the frost to develop well. Conditions were favorable to the processing campaign also.

The present organization of production and trade in otto of rose, makes it possible to prepare a characteristic and constant type of Bulgarian otto of rose by combining ottos from various regions and installations. On the other hand, it is possible to prepare ottos from one or more regions or from one or more installations respectively. It has been established that depending on the regions in which the roses are grown, on account of the fact that conditions are not absolutely identical, there exist certain differences in the nuances of the ottos obtained, though they all possess the typical qualities of the Bulgarian otto of rose.

Existing conditions guarantee steady quality of the otto of rose obtained. As a result perfume manufacturers can obtain otto of rose possessing particular bouquets and nuances suitable for their compositions.

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One third of all Iowa women who use basic beauty care products—lipstick, face cream, face powder and hand cream—buy these products from house-to-house salesmen.—*Des Moines Register*.

If you can't lose your enemies, try treating your friends a little better.—*Houghton Line*.

The policy of the F. W. Woolworth Co. of taking its stores "to the people" by opening new stores in suburban shopping centers is being implemented by converting many into self-service stores. This year the company has already converted 53 stores to self service and plans to convert another 100 before the end of the year. Then the number of Woolworth self-service outlets will be 400. By the end of this year also the company expects to be operating 2,065 stores.

Don't argue with a fool—listeners may not know which is which.—*Houghton Line*.



"Two new wrinkles since Saturday; haven't you got a larger size?"



# How Air Fresheners Work — II

Investigation to find whether or not masking is the *modus operandi* of an air freshener\*\*

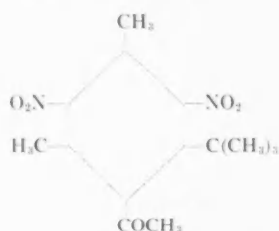
R. W. MONCRIEFF\*

IN the opening section of this article it was proposed to investigate whether or not air fresheners work by masking. A definition of the term "masking" as commonly employed and as used in connection with this problem was given, the testing apparatus was described, and a method of procedure was established. A description of the testing of a substance which possesses a penetrating burnt smell, *p*-chlorthiophenol, was then made, and it was demonstrated that in the reduction of this product's objectionable odour that the air freshener did not act by masking.

The effect of known masking agents on the odour of *p*-chlorthiophenol was next investigated. Three different masking agents were used; they were: *p*-dichlorobenzene, musk ketone, and heliotropin (piperonal). 2

the masking agent. Experiments were made as before with the results shown in Table IV.

Musk ketone has the chemical constitution.



Even although present in considerable quantity, the musk ketone has not reduced the Odor Threshold Number of *p*-chlorthiophenol to below 130. Musk ke-

TABLE III  
Osmometer Measurements on *p*-Chlorthiophenol and *p*-Dichlorobenzene

Odour Increment Pressure (O.I.P.) (mm Hg)	Fresh Air Increment Pressure (mm Hg)	Total Gauge Pressure (T.G.P.) (mm Hg)	Atmospheric Pressure (A.P.) (mm Hg)	Strength of odours at Funnel M
20	130	150	759	Chlorthiophenol strong
12	138	150	759	Chlorthiophenol strong
10	140	150	759	Chlorthiophenol strong
7	143	150	759	Chlorthiophenol strong

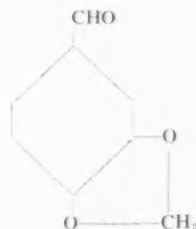
grams of each was added to separate 2 gram portions of *p*-chlorthiophenol. The experimental results with these are shown respectively in Tables III, IV, and V.

It is clear that even when present in considerable quantity, *p*-dichlorobenzene does not cover the odour of *p*-chlorthiophenol. Whereas the presence of the air freshener reduced the Odor Threshold Number of *p*-chlorthiophenol from more than 130 to about 50, yet the powerful masking agent *p*-dichlorobenzene has not reduced the Odor Threshold Number of the *p*-chlorthiophenol to below 130; the behaviour of the air freshener and that of the *p*-dichlorobenzene are quite different.

Musk ketone (L. Givaudan Cie.) was next used as

tone is a powerful masking agent and its influence is to give an increased rather than a reduced odour level.

Heliotropin (piperonal) which has the constitution



has a powerful smell which can be used for masking. Measurements were taken as before. Results were as shown in Table V.

Heliotropin also has failed to reduce the Odor Threshold Number of *p*-chlorthiophenol to below 130.

\* Reprinted from the *Perfumery & Essential Oil Record*, London, England, Vol. 46 Nos. 6 and 7, June and July 1955, pp. 189 and 227.  
\*\* Air Wick

Although the air freshener would reduce this number to a value of about 50, no reduction was shown by any one of the three masking agents: *p*-dichlorbenzene, musk ketone, or heliotropin.

(0.5 per cent) solution of *p*-chlorthiophenol and with the air freshener. The experimental procedure was to introduce 5ml air freshener fluid into the odour sample flask, J, and to blow air over this to a pressure

TABLE IV  
Osmometer Measurements on *p*-Chlorthiophenol and Musk Ketone

Odour Increment Pressure (O.I.P.) (mm Hg)	Fresh Air Increment Pressure (mm Hg)	Total Gauge Pressure (T.G.P.) (mm Hg)	Atmospheric Pressure (A.P.) (mm Hg)	Strength of odours at Funnel M
25	125	150	758	Chlorthiophenol strong
20	130	150	758	Chlorthiophenol strong
7	143	150	758	Chlorthiophenol clear

#### Diluted *p*-Chlorthiophenol

In those trials described above, the smell of the *p*-chlorthiophenol with or without masking agents was always so strong that it was beyond the range of the Osmometer, so that it was possible only to assign a minimum value of Odor Threshold Number to the odorant. Significantly, if the odorant was used in the presence of the air freshener, there was such a great reduction in the Odor Threshold Number that the odour was well within the range of the machine. In order to bring all of the Odor Threshold Numbers within the range of the instrument, trials were next made, as described below, with a dilute solution (0.5 per cent, wt/vol) of *p*-chlorthiophenol in propylene glycol. 5ml of this solution was inserted into the odour sample flask, J, and the Odor Threshold Number of this solution was first determined in the absence of masking agent and air freshener. Experimental results, obtained in the way already described for earlier results, were as shown in Table VI.

It is clear that the Odor Threshold Number for this dilute solution of *p*-chlorthiophenol is  $\frac{150 + 758}{10}$  or

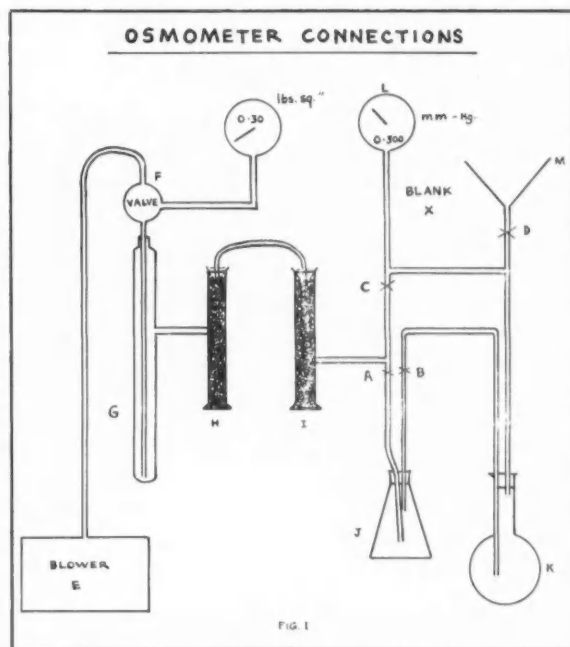


TABLE V  
Osmometer Measurements on *p*-Chlorthiophenol and Heliotropin

Odour Increment Pressure (O.I.P.) (mm Hg)	Fresh Air Increment Pressure (mm Hg)	Total Gauge Pressure (T.G.P.) (mm Hg)	Atmospheric Pressure (A.P.) (mm Hg)	Strength of odours at Funnel M
30	120	150	760	Chlorthiophenol very strong
20	130	150	760	Chlorthiophenol strong
8	142	150	760	Chlorthiophenol clear

90.8. This, it should be noted, is not a minimum value, but a true value, *i.e.*, the Odor Threshold Number is about 90.

#### Diluted *p*-Chlorthiophenol and Air Freshener

The next series of trials was made with the dilute

of say 30mm mercury. Then with taps A, B, C, D all closed, the odour sample flask, J, was removed, and replaced by a similar flask containing 5ml of the 0.5 per cent solution of *p*-chlorthiophenol in propylene glycol, air was passed over this until the pressure had

risen to, say, 60mm mercury, and then fresh air was passed until the total gauge pressure was 150mm mercury. Experimental results were as shown in Table VII.

dichlorbenzene as a masking agent. First of all, 2 grams of *p*-dichlorbenzene were introduced into the odour sample flask, J, and air was passed to a known pressure into the mixing flask, K; then the odour

TABLE VI  
Osmometer Measurements on 0.5 per cent *p*-Chlorthiophenol

Odour Increment Pressure (O.I.P.) (mm Hg)	Fresh Air Increment Pressure (mm Hg)	Total Gauge Pressure (T.G.P.) (mm Hg)	Atmospheric Pressure (A.P.) (mm Hg)	Strength of odours at Funnel M
40	110	150	758	Chlorthiophenol clear
35	115	150	758	Chlorthiophenol clear
30	120	150	758	Chlorthiophenol faint
25	125	150	758	Chlorthiophenol faint
20	130	150	758	Chlorthiophenol very faint
15	135	150	758	Chlorthiophenol very faint
10	140	150	758	Chlorthiophenol just detectable
8	152	150	758	Chlorthiophenol not detectable

It is clear that in the presence of the air freshener, the Odor Threshold Number of the 0.5 per cent solution of *p*-chlorthiophenol is:  $\frac{150 + 755}{90}$  or 10.1.

The presence of the air freshener vapours has reduced the Odor Threshold Number of the dilute solution of *p*-chlorthiophenol from a value of about 90 to one of about 10. There is no question of the appearance

sample flask, J, was removed and replaced by one containing 5ml of the *p*-chlorthiophenol dilute solution, then fresh air was passed to a total gauge pressure of 150mm mercury and the odour noted as before. Results were as shown in Table VIII.

If we ignore the 'doubtful' reading when the pressure due to the odorant was only 3mm (and cannot be measured reliably) and take the next higher reading where a faint composite smell was detectable we find

TABLE VII  
Osmometer Measurements on 0.5 per cent *p*-Chlorthiophenol and the Air Freshener

Air Freshener Increment Pressure (mm Hg)	Odour (Chlorthiophenol) Increment Pressure (mm Hg)	Fresh Air Increment Pressure (mm Hg)	Total Gauge Pressure (mm Hg)	Atmospheric Pressure (mm Hg)	Strength of odours at Funnel M
30	120	0	150	755	Chlorthiophenol but not Air Freshener recognised
30	90	30	150	755	Chlorthiophenol very faint near threshold. Air Freshener not recognised
30	60	60	150	755	No recognisable odour
30	30	90	150	755	No recognisable odour

of a 'more compelling' odour; on the contrary the total odour level is greatly reduced.

#### Diluted *p*-Chlorthiophenol and Known Masking Agents

A similar technique was next used with the same 0.5 per cent solution of *p*-chlorthiophenol but with *p*-

that the Odor Threshold Number for the dilute solution of *p*-chlorthiophenol and a *p*-dichlorbenzene mask is  $\frac{150 + 761}{7}$  or 130.

The presence of the *p*-dichlorbenzene has raised the Odor Threshold Number which for the dilute *p*-chlor-

thiophenol alone was 90, to about 130. This is a typical masking effect, wherein a 'more compelling' odour results.

Heliotropin was next used as the mask, 2 grams of it

$150 + 758$

or 130. It is clear that the heliotropin mask

7

has raised the Odor Threshold Number of the 0.5 per

TABLE VIII  
Osmometer Measurements on 0.5 per cent *p*-Chlorthiophenol and *p*-Dichlorbenzene

Mask (Dichlorbenzene)	Odour (Chlorthiophenol)	Fresh Air	Total Gauge	Atmospheric	Strength of odour at Funnel
Increment Pressure (mm Hg)	Increment Pressure (mm Hg)	Increment Pressure (mm Hg)	Pressure (mm Hg)	Pressure (mm Hg)	
130	20	0	150	761	Both odours strong
135	15	0	150	761	Both odours strong
138	12	0	150	761	Both odours clear
142	8	0	150	761	Burnt odour clear
					Dichlorbenzene faint
143	7	0	150	761	Faint composite smell
15	8	127	150	761	Both clear
147	3	0	150	761	Doubtful

were introduced into the odour sample flask and air cent solution of *p*-chlorthiophenol from 90 to about was blown over this into the mixing vessel; then the 130.

TABLE IX  
Osmometer Measurements on 0.5 per cent *p*-Chlorthiophenol and Heliotropin

Mask (Heliotropin)	Odour (Chlorthiophenol)	Fresh Air	Total Gauge	Atmospheric	Strength of odours at Funnel
Increment Pressure (mm Hg)	Increment Pressure (mm Hg)	Increment Pressure (mm Hg)	Pressure (mm Hg)	Pressure (mm Hg)	
120	30	0	150	758	Both odours clear
135	15	0	150	758	Slight burnt odour; piperonal recognised
143	7	0	150	758	Faint odour detectable but not recognisable

odour sample flask was changed as already described. Results were as shown in Table IX.

#### Summary of Results with *p*-Chlorthiophenol

The results obtained with *p*-chlorthiophenol are grouped together in Table X.

(To be continued in next month's issue)

TABLE X  
Comparison of the Effect of the Anti-Odorant Air Freshener and of Masking Agents on the Odor Threshold Number of *p*-Chlorthiophenol

Concen. of Chlorthio- phenol	Mask	Anti-odorant	Odor Threshold No.
100%	None	None	>130
100%	None	Air freshener	50
100%	Dichlorbenzene	None	>130
100%	Musk Ketone	None	>130
100%	Heliotropin	None	>130
0.5%	None	None	90
0.5%	None	Air freshener	10
0.5%	Dichlorbenzene	None	130
0.5%	Heliotropin	None	130

Taking the point of detection of odour as the threshold, we find that the Odor Threshold Number is

Whether the product is a shampoo or a brand of frozen peas there is a strong correlation between share of shelf space and share of sales. . . . The continuing growth of self service suggests that shelf position, displays, feature prices and other point of sale materials will become increasingly important as sales influencing factors—A. C. Nielsen Co.

The cooling of carbonated beverages such as ginger ale, cola drinks, etc. with ice cubes made from the drink itself or for novelty of a drink with a different flavor is being promoted by the American Bottlers of Carbonated Beverages by means of a carton insert. The insert also requests the prompt return of the bottle.

Behind every man who succeeds there's a woman—and she usually catches him.—*The Item*.



Left to right: P. Dierdorp; F. Kammer (Austrian director); J. Karreman (Zaandam perfumer); H. van Mameren (French director); Geoffrey Pickthall (England); and L. Davids (U. S., New York, director).

F. V. WELLS\*

## Aerosol Research at Hilversum

**I**TORE open the envelope and extracted the telegram. "Reservation made in Victoria Hotel Amsterdam stop Hilversum impossible—Mesman." Later in the afternoon I took the coach to London Airport. Running across the tarmac I got to the plane first and managed to secure my favorite seat, right in the front on the left-hand side. (Nothing if not international on this occasion, I travelled out by K.L.M. in a U.S. Convair and flew back B.O.A. by a British Vickers' Viscount.)

During the next few days I lived and breathed in an atmosphere of Aerosols and Aerosol problems, for that happened to be the subject of the Polak & Schwarz conference that I was attending as an impartial technical observer. Though many of those present visited the firm's headquarters at Zaandam, the meetings themselves were held in the spacious and ideally situated Hilversum factory, where in fact the new P. & S. Aerosol Research Laboratory had been erected.

The conference was attended by key personnel from Holland, the U.S.A. (Mr. L. Davids, New York director), Great Britain, France, Norway, Sweden, Belgium, Germany, Austria, Switzerland and Italy. Papers were read by the chemist in charge of the project, Dr. P. H. Witgens, British chief chemist Jack Pickthall, F.R.I.C. (vice-chairman of the S.C.C. of Great Britain), Mr. S. S. Söderlund and Mr. R. Mesman. Introductory and explanatory observations and a concluding summary were given by Mr. C. C. Brummer, general director, and Dr. G. J. Beets, director of research.

P. & S. have obviously carried out a great deal of fundamental work on Aerosols, and for that reason have kept closely in touch with manufacturers of containers, valves, propellant gases, etc. in Holland, the U.S.A., England, France, Germany and Italy. In their research unit they have an impressive collection of materials under test, including not only essential oils, isolates, synthetics and finished perfumes but also unperfumed formulations and finished products. They

are equipped to fill Aerosols both under pressure and by the cold filling method. Their work in this connection is intended purely as a customer service and is not to be regarded as in any way competitive with that of aerosol manufacturers. I was much impressed with the thoroughness of all that they have achieved in this field—and particularly so when they were able to answer some rather tricky technical questions with complete assurance. More will doubtless be heard of their efforts in the near future. Their research department has already issued an informative booklet entitled "The Aerosol," copies of which will be made available by their various branches throughout the world.

\* \* \*

The Dutch certainly appreciate the truth of the old adage that "all work and no play makes Jack a dull boy." Before the conference broke up I had the opportunity of going around with the rest of the fellows, sustaining myself with smoked eel and other delicacies between visits to the shopping centres, floor shows and night clubs. Things I shan't forget include the three tubby little Mexicans who sang in such lucid Spanish at the 44 Club; a cheerful conversation with Mr. Louis Davids at the country house of Mr. C. C. Brummer; the member of the party who couldn't fit his adaptable electric razor into the bathroom mirror socket so plugged it into the vacuum cleaner point near the floor and shaved himself while lying on the bed; our old Irish friend O'Connell bringing the house down at the Cockpit Club by singing "Danny Boy" and "Mother Machree"; a Coca-Cola flag flapping in the breeze on the road to Naarden; and a colourful Van Gogh reproduction decorating Dr. Beets' office. Nor do I suppose that English representative Harold Wilson will forget in a hurry that trip that he made to a night club Toiletten: seeing a girl at a desk between two doors marked respectively Damen and Herren, he hesitated, handed her some money, and was flabbergasted when she asked him if he wanted an Amsterdam number. He was all wrong to hell; she was merely the telephonist!

\* Editor, S.P.C., London.



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## Justin Dart Speaks on Fair Trade

**J**USTIN DART, the energetic president of the Rexall Drug Co. in a terse but convincing editorial in the Rexall Reporter expressed his views on fair trade in the following way:

It was unrestrained price cutting that led to the founding of Rexall in 1903, and ever since that day Rexall has been committed to the principle that the independent retail druggist is entitled to a fair profit.

The fair trade laws are not perfect—but name one law that is. The price wars of the late '20s and early '30s were a crushing blow to the small and medium size druggist. It is unthinkable that we can permit a return to such chaos.

This fall, the principle of fair trade will face a serious battle in Congress and with the public at large. Only last month, *Life* magazine launched what we believe to be a very unfair attack on fair trade principles.

We do not believe that advertisers should try to shackle the freedom of the press by taking economic action against publications with which they disagree, but we did strongly express our opinions to the editors of *Life*.

Today, many drug and toiletry manufacturers are doing a third to a half of their business through food stores. These stores, operating almost entirely by self-service, skim off the cream of drug and toiletries volume without making any contribution to the health and welfare of the community. In the absence of fair trade, they may well apply the same price-footballing tactics to drugs and toiletries that they now do to butter, shortening, coffee and sugar.

Rexall has always confined, and will continue to confine, its line to bona fide drug stores, but every Rexall druggist must be intensely aware that many of his non-Rexall lines are now being marketed through food outlets that would have no compunction about cutting prices to cost in order to achieve a competitive advantage and build a consumer pattern of buying this merchandise exclusively through food stores.

For our part, I am today sending a Rexall check for \$1,000 to the Bureau of Education for Fair Trade, to help them carry on the organized activities for the defense of this principle.

## Fair Trade Sponsors

**T**HE "fair trade" sponsors are fighting a losing battle because they aren't making use of that modern tool of trade consumer relations. . . . Fair trade laws permit manufacturers to fix a retail minimum price for their products. The purpose is to wipe out the evils of indiscriminate price-cutting which could destroy a brand name. But the educational program was badly handled. . . . Mr. and Mrs. Ima Consumer know that the manufacturer shops for his supplies and buys at the best possible price. Mr. and Mrs. Ima Consumer cannot understand why laws should be enacted to ban them from the same privilege. . . . The fair trade furor might have been avoided if the sponsors had won consumer confidence. That could have been accomplished by an educational program telling of price stability. Retailers would have co-operated because it would prevent costly chaotic competition.—Louis Schneider.

## Motivation Under the Microscope

MOTIVATION research should not be expected to take the place of creative thinking and to come up with original advertising approaches because it is not meant to do that. But on the other hand, it offers an instrument of evaluation of consumer thinking. However many unresolved questions must be satisfactorily answered before the final role of motivation research can be evaluated, it is brought out in the October issue of the Monthly Bulletin, published by Di Cyan & Brown.

Among these questions is the differentiation between consumer wants and needs; a consumer frequently buys because he wants an item. He may, or may not need it. He repeats purchases if his original purchase satisfies a need—not merely a want. Does motivation research give reasonable assurance of repeat sales? In other words, does it differentiate between wants and needs? To be truly useful motivation research should uncover markets.

## Improving Creative Thinking for New Products

BEFORE you can create an idea or invent a new product you must have a profound and enduring dissatisfaction with things as they are. You must want something that does not exist. This is true of the whole creative process, whether it is a cosmetic, a poem, a musical composition, a painting or a scientific advance.

That is what makes an artist or an inventor, Dr. Henry B. Hass, president of Sugar Research Foundation, told the New York chapter of the American Institute of Chemists.

Dr. Hass, who has more than 70 patents to his credit and international fame as an organic chemist, outlined his ideas of what is necessary to produce ideas capable of revolutionizing modern living.

"The flash of insight when a possible solution to a difficult problem occurs is one of the most satisfying of all human experiences," he said. "On the other hand, when a creative scientist struggles with a problem and sees no solution, frustration is inevitable."

One technique becoming popular in encouraging creativeness, he said, is the use of the conference where a problem is proposed and unconventional thinking about it is encouraged.

"Even a foolish idea may stimulate a better one in some other member of the group," he said. "If you have not tried this idea you will be surprised how many people can be creative when encouraged to be."

"Dr. Hass listed three rules: (1) Reject the complex in favor of the simple. (2) Try what appears to be the best thing first. (3) Recognize unjustified biases—do just the opposite of what the bias suggests. Also, knowing when to conform and when to be original is important.

"An invention," he said, "is essentially a new arrangement of facts. It occurs only if a person has formed the mental habit of questioning commonly accepted beliefs and ways of doing things.

"Nothing is easier than to overlook the obvious," Dr. Hass noted.

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# Notes & Topnotes

## A Worthy Medalist For Cosmetic Chemists

ONE of the most coveted awards in the cosmetic industry is that given annually by the Society of Cosmetic Chemists, its annual medal award. Last year, for the first time in its history, the Society went outside the confines of this country to choose a medalist; this year the award again returns to this land. Certainly no one can quarrel with the choice, Dr. Ernest Guenther, whose six-volume study of essential oils will remain the definitive compendium for many years to come. Into these volumes went painstaking research; the gathering of facts, reports, samples, from all corners of the globe; and the critical acumen that challenged the authenticity of the oils and the accuracy of reports before any data could be accepted as valid. We are proud that in the pages of this publication there appeared some of the earliest work of this eminent scientist; but prouder yet are we that our industry was able to produce a work of such magnitude as his recently concluded study, and that the chemists of this industry have not hesitated before recognizing the value of both the man and his work.

## More Chemicals Made For Odor and Aroma

IT came as no surprise, but certainly as pleasant news, when the United States Tariff Commission disclosed that production of perfume and flavor chemicals in 1953 was greater by 22 per cent than production the previous year. Although a more complete analysis of these figures would be required, the news itself, at least on superficial observation, seems to substantiate our feeling of a healthy and ever-growing industry.

## Drug Stores Retain Vital Share of Market

THE drug store has changed its character, what with the advent of the soda fountain, the decline of the ethical pharmacy, the growth of drug and cosmetic products in food stores, and the changing nature of prescriptions that came with the advent of chemotherapeutic agents and anti-

biotics. These are all complex factors, but the corner druggist, unrecognized by standards of thirty or forty years ago, continues to be an important factor in the retail picture. Last year, according to Dr. Paul C. Olsen, director of marketing research of *Drug Trade News*, the income of the American drug store was 3.2% higher than the previous year, although all retail trade increased only 0.1% over 1953. Despite the challenge of the supermarket (not to mention the house-to-house salesman), the drug store can maintain a strong position in the beauty aid market.

## FTC Opposes False Perfume Claims

IT seems that during the month of August, according to a publicity statement from the Federal Trade Commission, there were two cases involving toiletries in which the FTC took action to protect the customer. One of these cases involved sunburn prevention, where a firm promised protection specifically to red-headed and fair-skinned damsels, and evidently the cream was not at all as effective as the claims indicated.

The second case involved an American perfume manufacturer who was claiming, in brochures, letters, "and even the labels" that his fragrance was "imported from France." Actually, this was not the case, for it turned out that the perfume was being made in New Jersey, from essences bought in the United States, and had only the usual amounts of imported ingredients. Whether perfume manufactured in the United States is or can be of equivalent quality to the French is hardly the issue; the public has an inherent right to know the country of origin, and no one can argue with the FTC for insisting upon protection of that right.

We are reminded of the protests that have been heard abroad against the high respect that a cosmetic product (as distinct from a perfume) commands all over the world when it bears the magic label, "Made in U.S.A." While such products are often of high quality, there is no inherent guarantee that, because they are American-made, they are superior. And so it is, in reverse, with perfume. Certainly many remarkable perfumes have originated in

France, and several of them continue to be made in that country. But the French perfumers would be the last to claim that all French perfumes are superior, or that those made in this country are necessarily inferior. In fact, we have had the pleasure of smelling many an American-made fragrance of outstanding value.

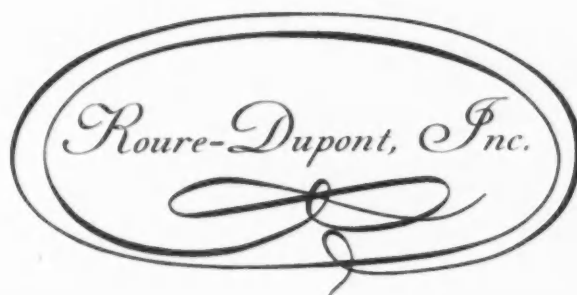
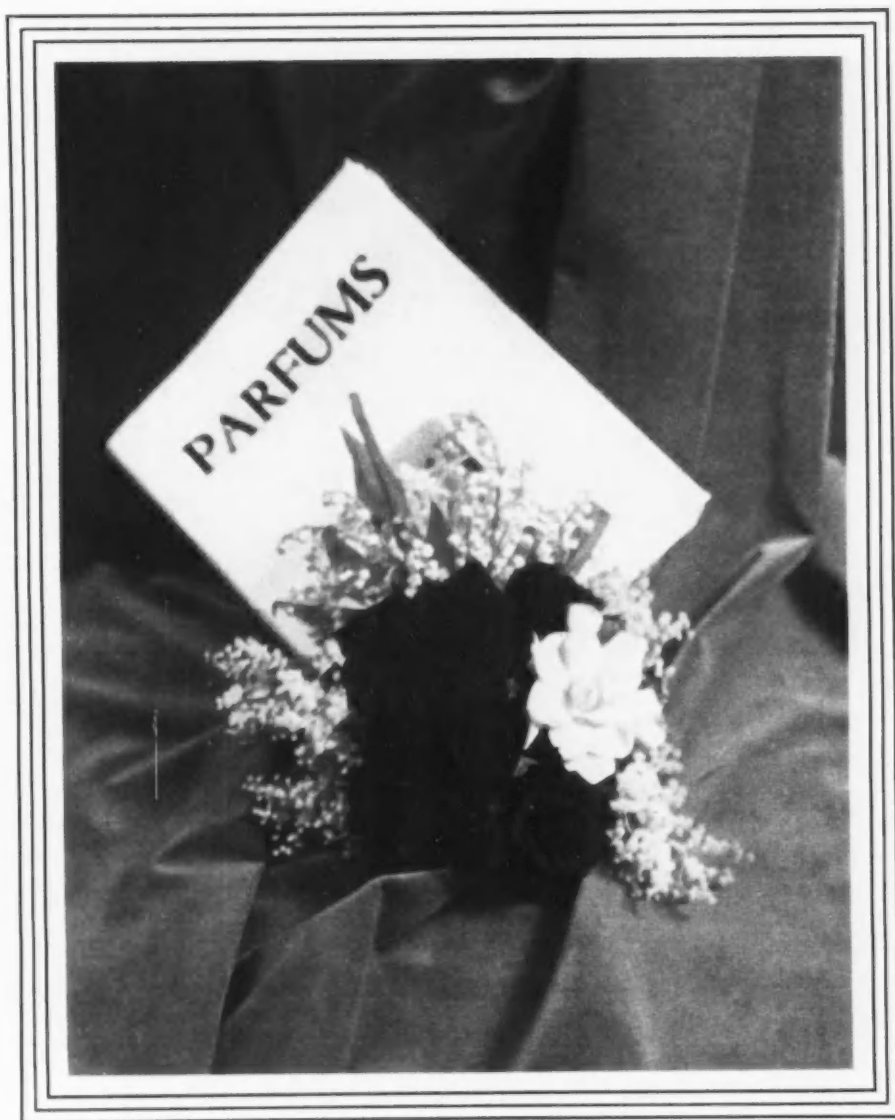
All of this in no way affects the questions of ethics, morality, and legality of claiming that a material originates in one country when actually it comes from another. That should be stopped, and we are glad to see that the FTC has taken this action.

## Welch Memorial Award Takes New Form

FOR ten years, the Toilet Goods Association has honored the memory of its first executive secretary, Charles S. Welch, by giving an award in his name for outstanding packaging in the toilet goods industry. Now this award has been discontinued, and in its place a grant is being set aside to enable research and investigation among graduate students at a school of business administration on topics of interest to the TGA. At Amos Tuck School of Business Administration at Dartmouth College, students will be encouraged to do original work on studies of the attitudes of college girls toward make-up, and an award will be made for the best essay by a graduate student. Perhaps the topic chosen the first year is not the most significant nor the most far-reaching, but by the same token it might be more suitable as a beginning than a more complex problem in the intricate business of the toiletries industry. We hope and trust that the caliber of the first essays will be on the highest level, but looking ahead and beyond, we believe that out of a program of this nature there can and will come not only interest in the cosmetic industry among students, but contributions toward the understanding of that industry by those students.

## Fair Trade Victory Won by Pharmacists

WE should like to call the attention of our readers to a highly significant decision in a fair trade case in New York, in which two drug stores succeeded in obtaining an injunction to prevent a third druggist from violating fair trade prices. With this decision, the retailer need no longer await action from a manufacturer, who might under certain circumstances be reluctant to institute suit; he can in such case obtain an order restraining the unfair competitor from continuing to cut prices illegally.



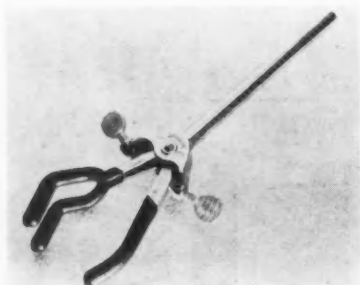


# Hints

## for Improving Production

### Laboratory Clamps

Laboratory clamps whose jaws are hot-dipped in vinyl plastisol is the newest addition by Fisher Scientific Co. to its line of clamps and holders. The



Laboratory Clamps

manufacturer states that the plastisol coating replaces the rubber sleeves formerly used, and becomes a permanent part of the clamp with superior gripping surface, better heat resistance and excellent ageing qualities.

### Unit Load Freight Car

A new type freight car which is said to cut normal loading and unloading time from ten hours to ten minutes is being manufactured by the International Steel Co. Known as the Unit Load Freight Car, the carrier is divided into five compartments by partitions, which permits single consolidated shipments of different products in one car. The compartments are accessible from either side by means of panelized overhead doors which roll up.

### Laboratory-Size Mill

The development of a 4½" x 10" laboratory-size high speed three roll mill has been announced by Charles Ross & Son Co., Inc. Designated model #521C, it may be operated as a conventional mill with fixed center roll and four-pilot adjustment, or can be employed with floating center roll and two-point adjustment. When differences in pressure between feed and take-off rolls are desired, the center roll is in fixed position. When equalized pressures are preferred, the mill can be

converted to have self-aligning or floating center roll. The mill is built as a replica of larger production size mills to duplicate their results in laboratory or pilot scale tests.

### Solvent Extractor

The Chemizon centrifugal counter-current solvent extractor is produced by Podbielniak, Inc. for the petroleum, chemical and allied industries. It is designed to process combined streams of 500 gallons per minute of a chemical extraction system having difficult mixing and separating characteristics. The rotor is 42 inches in diameter by 42 inches wide. Its cover is stainless steel, and the base stainless clad steel. Full operating speed is 2000 revolutions per minute. The solvent extractor also can be furnished in models which handle capacities up to 1000 gallons per minute.

### Mass Flowmeter

A mass flowmeter applicable to the measurement of any clean fluid having a reasonably low viscosity is produced by the Potter Aeronautical Co. Self-adjusting for specific gravity variations from 0.6 to 0.9, the instrument is said to be capable of measuring flow over a range of 30,000-to-1. Accuracy is stated to be within ½% of full-scale. Fluid density is constantly measured by means of a detector unit designed to produce an angular rotation proportional to fluid density.

### Portable Air-Motor Pump

A portable air-motor self-priming chemical and slurry pump is available from the Vanton Pump & Equipment Corp. The manufacturer says that the pump, designed for use when safety in handling hazardous liquids is a prime consideration, offers complete explosion proof design and totally eliminates stuffing box or mechanical seal leakage. A valve control regulates a variable rate of fluid flow. The producer recommends it as a portable unit for handling most acids, alkalies, solvents, pharmaceuticals and similar products if corrosion, abrasion or contamination is a problem.

### Aluminum Pressure Dispenser

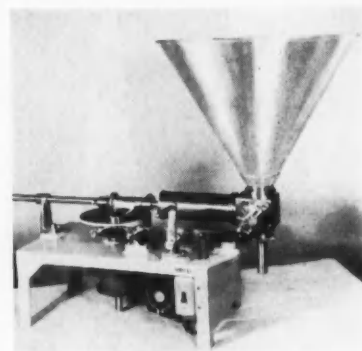
Aerotainer, a newly perfected aluminum pressure dispenser by the White Metal Manufacturing Co., is stated to provide the advantages of light weight, small size, and careful execution. It is designed primarily for the drug and cosmetic industries. The aerotainer has a 1½ inch diameter, 3½ inch height with a capacity of 2¾ fluid ounces. The neck opening is precision machined to take the standard one inch mounting cup. It is filled upright through the top in the standard manner. It meets all ICC regulations, and it is said in large production, to run with pressure tests exceeding 300 pounds, it proved to be entirely leak-proof.

### Infrared Absorption Analysis

New facilities to determine purity, presence of key materials or minor components in a complex mixture qualitatively and quantitatively by comparison with two known standards, are now available at Electrical Testing Laboratories.

### Bottle Filler

Quick change-over, ease of cleaning and high speed are features claimed for a new filler developed by F. L.



Bottle Filler

Burt Co. The semi-automatic filler, known as Simplex Model A, is designed to deposit from 1 to 32 ounces of liquids or semi-solid drug products into bottles, jars or plastic containers at the rate of 15 to 30 containers per minute.

### Moisture Barrier Sheet

A new moisture barrier sheet is being introduced by Arkell & Smiths for all industries whose packaged products are affected negatively by changes in moisture content. The newly-developed laminate is sandwiched between two sheets of light weight kraft.



OF EXTREME

alpha

CHEMICAL

daphnone

(alpha-cis-Methylnonone)

The finest and purest gamma-isomer of Methyl Ionone available on the world's markets — at a price which deserves consideration. This is not a speciality base with an Ionone motif, but an outstandingly fine chemical body which will provide that subdued woody or velvety note often lacking in the more commercial qualities. Its high degree of purity gives it tremendous character.

A. BOAKE, ROBERTS & CO LTD  
LONDON E15, ENGLAND  
CAPETOWN • MADRAS • SYDNEY

**ABRAC**

PURITY

# NEW PACKAGING and PROMOTIONS

## PRINCE MATCHABELLI

"It takes two . . ." is the theme of a counter display unit produced by



Perfume Display Unit

Prince Matchabelli, Inc. as promotion for its Wind Song cologne and perfume. The idea of using the two together is emphasized by the slogan, and by the display which shows two theatre stubs, two imitation cigarettes, and a double picture frame. With a purchase of the cologne the customer receives a gift purse dispenser of the perfume.

## SIMONETTA

A perfume from Italy is now offered by the couturier Simonetta. Called Incanto, the new fragrance is bottled in a crown-shaped black bottle with high curved segments. Its stopper is



Incanto

classically simple clear glass, and gold cording is used on the neckband and base. The white box is in the shape of a Roman column, with a black satin banner-label on which is stitched in white lettering: "Simonetta, Roma." The perfume sells for \$30 for 1½

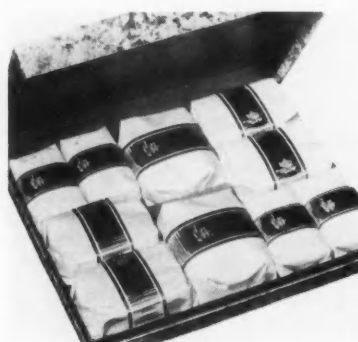
ounces; \$17.50 for ¾ ounce; \$9 for ¼ ounce. Incanto cologne is \$5 for 3 ounces, \$7.50 for 6 ounces.

## HAZEL BISHOP

A Beauty Box containing three basic Hazel Bishop cosmetics—lipstick, compact make-up, and Complexion Glow cheek color—is presented in a gift package. The \$3.25 value sells for \$2.25. Retailers are offered one dozen boxes with colors for blondes, redheads, brownettes and brunettes, and a counter selling card.

## YARDLEY

A gift chest of Yardley lavender soap is packaged in a gold screened box.



Lavender Soap

The set contains ten cakes of the hard-milled soap, two bath size, four toilet size and four new guest size. Retail price is \$5.

## ASSOCIATED PRODUCTS

A new item, 5-Day Stick Deodorant, is now being distributed by Associated Products, Inc. It is advertised as "the first stick deodorant to contain all three ingredients—moisture-repellent silicone, bactericidal hexachlorophene, and the new, powerful anti-perspirant, sodium zirconium lactate." Priced at 59¢, the deodorant is packaged in a plastic push-up container to prevent evaporation.

## CHESEBROUGH-POND, INC.

Chesebrough-Pond, Inc. has announced a repeat on the last spring special price of 79¢ for Pond's Angel Skin hand lotion in the 98¢ plastic squeeze bottle.

## FABERGÉ

The Fabergette is the perfume container for handbag offered by Fabergé.



Fabergette

The slim bottle, sheathed in a golden filigree case, features a jewel-like tip which is stroked over the skin to apply the perfume. Four perfumes are offered in the Fabergette: Aphrodisia, Woodhuet, Tigress and Act IV. The price is \$2.50, or in a set with matching cologne, \$3.75.

## CHANEL

"For the Purse" is the name of the new handbag container presented by Chanel for its No. 5 perfume. The square black-and-gold column holds



For the Purse

1¼ drams of the perfume and is refillable. Chanel says that it will not leak or break in the purse, and that the exterior has been anodized to protect it from nicks and scratches. The container filled with perfume is \$5 plus tax.

# RICHFORD'S SPILLPROOF PURSE FLAcons IN CLEAR & GOLDCOTE GLASS

## ROUND



Available in ★1 dram, 1¼ dram, and ★1½ dram (shown) with plastic cap (black or Goldcote) or polished brass cap. 2/3 oz. with black or Goldcote plastic cap only.



¾ oz. with large polished brass cap, small polished brass cap, or plastic flare cap in black or Goldcote.



Available in ★1 dram (shown), 1¼ dram, or 1½ dram with plastic flare cap in black or Goldcote.

## SQUARE



Available in ½ dram, ★1 dram (shown), ★1½ dram, ★2 dram, ★1/2 oz., ★1 oz., or ★2 oz. with black or Goldcote plastic cap.



Available in ½ dram, ★1 dram, ★1½ dram, and ★2 dram with black or Goldcote plastic cap.



Available in ½ dram, ★1 dram, ★1½ dram, ★2 dram, ★1/2 oz., ★1 oz. (shown), and ★2 oz. with straight sided black or Goldcote plastic cap.

## ASSORTED SHAPES



FLARE



BALL

Both above shapes ½ dram only. Available with black or Goldcote plastic flare cap or with jeweled filigree cap.



QUARTER CIRCLE

1 dram only with black or Goldcote straight sided plastic cap.



★CONVEX



★PINCH SQUARE



★WATCHCASE



TALL PINCH OVAL

Above 4 shapes in 1 dram only — available with black or Goldcote plastic flare cap or jeweled filigree cap.

All caps shown are available with jeweled decorations.

★ All starred items in stock in Goldcote Glass as well as clear—all others Goldcoted on special order only.

## Immediately Available from Stock

### SPECIAL SPILLPROOF COMBINATIONS



FLARE



DUMBELL

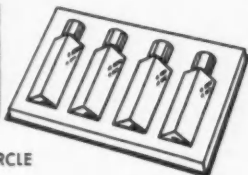


OPERA CLIP

2 — ½ dram Spillproofs in 3 different combinations. Opera clip available with jeweled decoration.



QUARTER CIRCLE



4 — 1 dram bottles nest to form perfect circle. Come with black or Goldcote plastic caps. Also available (see sketch) in box with die-cut platform to hold 1, 2, 3 or 4 bottles.

**RICHFORD**  
CORPORATION

404 4th Ave., New York 16, N. Y.

#### EVYAN

Parfums Evyan, Inc. is distributing its new purse-size packages of White Shoulders and Most Precious perfumes in gold and silver boxes respectively. For a short time a golden atomizer will be provided at no extra cost to those purchasing the colognes in these fragrances. The perfumes sell for \$5 and \$2.75; the White Shoulders cologne at \$5 for 4 ounces, and the Most Precious cologne at \$2.75 for 2 ounces.

#### HANLON

The Hanlon Chemical Co. is selling its waterless skin cleaner, Vibra-Clean, in a film bag made of bakelite polyethylene which is said to protect the product in storage and in transit, and to keep all moisture out. The design of the package permits the product to be squeezed from it without waste. The bag can be cut to fill a mechanical dispenser, or punched with a hole to become a portable dispenser itself.

#### RICHARD HUDNUT

DuBarry has introduced a new skin cream with the name Royal Treat-



Royal Treatment

ment. The cream contains royal jelly, the substance fed the queen bee which is credited with prolonging her life. The product is said to prevent skin dryness, hold off wrinkles, and make tiny lines disappear. The price is \$5 for ¾ ounce, \$8.50 for 1 ½ ounces, plus tax.

#### PARK & TILFORD

Park & Tilford is featuring during the holiday gift-buying season a perfume gift package which is also a case for king-size cigarettes. The all-plastic case has a transparent top and an opaque base whose color is matched by the cap and label of the perfume inside—green for Gardenia, blue for Desire, red for Lilac, and black for No. 3.

#### LANOLIN PLUS

Lanolin Plus, Inc. has launched an extensive fall promotion of its Lanolin Plus Liquid. The ad theme of the campaign is "Patented Beauty," and a metallic "blue ribbon" collar tag with this slogan is attached to each bottle

of the product. The campaign includes use of advertising in national magazines, newspapers and Sunday supplements and on television.

#### DOROTHY GRAY

Dorothy Gray presents Nosegay cologne in a classic vase-shaped bottle packaged in blue moire foil embossed



Nosegay

with a gold, pink and cerise ribbon motif. The cologne sells at \$1.50 for two ounces, \$2.50 for four ounces.

#### NORTHAM WARREN

The Cutex Lipstick Charm Bracelet is the new novelty item from Northam



Charm Bracelet

Warren Corp. From a gold-finished curb-link bracelet dangle five miniature Goldcote Cutex lipsticks. Their colors range from pale pink to rich red. To display the product a black wire stand from which twelve of the bracelets are suspended has been designed. The bracelet retails for \$1.50.

#### HARRIET HUBBARD AYER

Golden Chance cosmetics are currently boxed by Harriet Hubbard Ayer, Inc. in special combinations. The smaller set includes cologne and dusting powder, and the larger set these two items plus bathsheen and a purse flacon of perfume. Both the individual items and the package are covered with spattered gold stars on a white background. The smaller set is \$2; the larger, \$3.50, plus tax.

#### PRINCE MATCHABELLI

The Cosmetic Products Division of Prince Matchabelli announces that the first cosmetic to be marketed by this new division is Polyderm-20 Compensating Cream. The cream is said to feed to skin tissue essential elements normally found in fatty foods. These elements, polyunsaturates, are thought to be a skin aid when applied directly. Prince Matchabelli claims to offer the first product containing them in a stabilized form which will not oxidize.

#### HEWITT

The Hewitt Soap Co., Inc. is now offering its Pall Mall soap in a new



Pall Mall Soap

package. The redesigned product is for sale in retail drug and department stores throughout the country.

#### TUSSY

Tussy Cosmetics has announced the introduction of Wind and Weather Lotion and Wind and Weather Hand Cream. The formulation in these products, in addition to being a cosmetic, serves to act as a protective and healing treatment. Their contents include Allantoin, a skin healing ingredient; Silicone, a detergent barrier; and Hexachlorophene, a germ destroyer. The lotion is presented in the standard Tussy bottle with a red, pink and black paper label and a fluted straight-sided pink plastic cap. The cream is packaged in a round clear glass jar with a paper label and pink cap. Wind and Weather Lotion sells at \$1 for six ounces, and \$2 for twelve ounces. During the period from November 10, 1955 to January 31, 1956 these products will be on sale at half price.



**NORDA does what Nature does...**

**NORDA makes good scents**

*Always remember—  
never forget...  
Norda Makes Good Scents*



**Norda Essential Oil and Chemical Company, Inc.**  
601 West 26th Street. New York 1, N. Y.

The "shy and shrinking" violet is one of Nature's pretty things. Only Nature makes it.

Nature alone gives the Violet its slight and subtle fragrance. Norda, though, has worked well in creating violet odors. They have the delicate trueness, the right naturalness.

Depend on Norda for excellence. Use Norda concentrated quality to improve all your perfumed products—your aerosol mists, your deodorants, your colognes, soaps, toilet waters.

Send for generous free samples by a request on your letterhead.

CHICAGO • LOS ANGELES • SAN FRANCISCO • TORONTO • MONTREAL • HAVANA • LONDON • PARIS • GRASSE • MEXICO CITY

& Essential Oil Review

November, 1955 41



# New Products

## Lanolin Oil Product

A new lanolin oil product for which is claimed an unusual degree of solubility, stability and versatility in cosmetic and pharmaceutical formulations is now being produced by the Malmstrom Chemical Co. Called Lantrol, the refined liquid lanolin is a bland, non-tacky, amber-colored oil. Lantrol is said to retain all the beneficial properties of regular lanolin while eliminating many disadvantages such as stickiness.

## Telephone Service

A telephone service to encourage response to trade paper advertisements has been announced by Ad-Phone, Inc. The service maintains local telephone facilities in the leading trade, industrial and population centers of the country, so that its subscribers can make it possible for a reader of their advertisements to call a number in his own community for information or to order literature.

## Nonionic Surfactant

Tergitol nonionic XD, the new non-ionic surfactant produced by Carbide and Carbon Chemicals Co., a division of Union Carbide and Carbon Corp., is claimed to offer top performance at a low cost. For use in detergent and cleaner formulations, it is said to rate with the most efficient nonionics available, and its low-foaming characteristics are supposed to give added advantages in many applications.

## Vanilla Product

A powdered vanilla product based on natural vanilla extractives reinforced with aromatics is a new development of Dodge & Olcott, Inc., Flavor Laboratories. Samples of the product, sucranilla, exposed in open containers for two months, are said to have retained full flavor, indicating a long shelf life.

## Etched Aluminum Nameplates

The C & H Supply Co. manufacturers of anodized, etched aluminum "Metal-Cals," is introducing a combination matte and shiny surfaced plate. According to the company, this new Metal-Cal is fully fade and weather resistant and is superior to

both decals and other conventional nameplates. The combination dull and reflective Metal-Cal is available in a wide range of colors, and is especially useful where writing, typing or other marking must be done on the surface of the plate. The matte finish may be marked and erased as many times as required.

## Protective Goggles

A lightweight plastic goggle for eye protection is now being offered by the Eldridge Co. The manufacturer claims



Plastic Goggles

that the breakproof goggles weigh less than one ounce and can be worn throughout a working day without strain. Hard surface acetate lenses are said to offer resistance to abrasion, sparks, flying chips and spatter. Clear or green lenses are available.

## LusterBoard Packages

A boxboard designed to take precise impression of halftone dots, to add to the gloss of high-gloss inks, and to allow metallic inks to bind firmly and to gleam is produced by S. D. Warren Co. for packaging merchandise. Called LusterBoard, the product is not laminated, as the coating is applied directly to the surface of a semi-bleached sulphate base stock. LusterBoard containers are claimed to supply a protection equal to that given by other boxboards two to four point calipers heavier. It is manufactured in thicknesses of 14, 16, 18 and 20 points.

## Plastic Deodorizer

The Witco Chemical Co. has announced a new product, called Witco 77-86, which is said to make possible the production of deodorized polyurethane plastics on a commercial scale. The odor-free emulsifier-coupler is claimed to be superior to most available products, which impart an odor to the plastic, making it unsuitable for foam rubber use in clothing, bedding, upholstery, and carpeting.

## Fragrances for Hair Lacquers

Polak & Schwarz, New York, N.Y., has developed a series of perfume oils that give fragrances to PVP hair lacquers. According to the manufacturer, these perfumes have conquered: Deterioration of perfumes attributed to the formation of complexes between PVP and various aromatic chemicals and essential oils; the harsh odor characteristic of commercial PVP; film tackiness caused by the plasticizing effect of perfume oil on PVP; the harsh odor of Fluorinated propellants; and the harsh odor of specially denatured alcohol. When used at 0.25%, a PVP hair lacquer will have the fragrance appropriate to a cosmetic product, the company claims.

## Trade Literature

A technical bulletin on sorbic, the refined sorbic acid of Carbide and Carbon Chemicals Co., has been issued by that company. Physical properties, solubilities, shipping data, physiological properties and food uses are described.

Descriptive bulletins on the metal complexing agents CHEL DM-41 (trisodium hydroxyethyl ethylenediaminetriacetate) and CHEL DM ACID (hydroxyethyl ethylenediaminetriacetic acid) are published by Geigy Industrial Chemicals. Chemical data and applications are given.

"Modern Laboratory Appliances" is the title of a new supplement to its Catalogue 111 which has been issued by the Fisher Scientific Co. It describes instruments, apparatus, glassware, laboratory furniture and accessories added by Fisher to its line since publication of the company's 1952 catalogue.

A technical booklet describing the properties and applications of a primary, monohydric alcohol, abitol, is available from Hercules Powder Co. The major use of abitol is in alkyd resins. Additional applications of the product also discussed are in adhesives, fixatives, hot-melt coatings, oil additives, wax additives and surfactants.



*I*N its unpretentiousness, the laboratory shown above belies the real importance of its very special assignments for it is engaged in highly confidential work concerned exclusively with the delicate problems of pharmaceutical flavoring. It is no exaggeration, therefore, to say that many an important manufacturer in this field has a substantial stake in its findings. Indeed, there are scores of pharmaceutical and proprietary products on the market today that owe their fine palatability to custom-made flavors developed in this modestly appointed but skillfully directed Pharmaceutical Flavor Laboratory. Appearances can be—and often are—deceiving.

**FRITZSCHE**

Established  1871

*Brothers, Inc.*

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and \*STOCKS: Atlanta, Georgia, Boston, Massachusetts, \*Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, \*Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, \*Toronto, Canada and \*Mexico, D. F. FACTORY: Clifton, N. J.







# FIRE DANCE

## A FRITZSCHE "EXCLUSIVE"

VIVID, glowing, resplendent—silhouetted in shimmering, graceful arcs against the black of night, then bursting in majestic beauty, these brilliant fire plumes typify the contrasting notes that give FIRE DANCE its unforgettable loveliness. Here is a perfume that fires the imagination with its first dazzling impact. Then, as it becomes one with the wearer, reaches a rapturous crescendo of exquisitely balanced fragrance. FIRE DANCE is a composition of many moods and many contrasts, a perfume that will lend brightness and sparkle to your line of luxury extracts, toilet waters and colognes. Try, by all means, this scintillating new fragrance—FIRE DANCE.

CREATORS of MADE-TO-ORDER FRAGRANCES  
for PERFUMES, TOILETRIES and COSMETICS  
ODORANTS and DEODORANTS for INDUSTRIAL and TECHNICAL USE  
SUPPLIERS of AROMATIC CHEMICALS, BASIC  
PERFUME and FLAVOR RAW MATERIALS

**FRITZSCHE** Established 1871  
*Brothers, Inc.*

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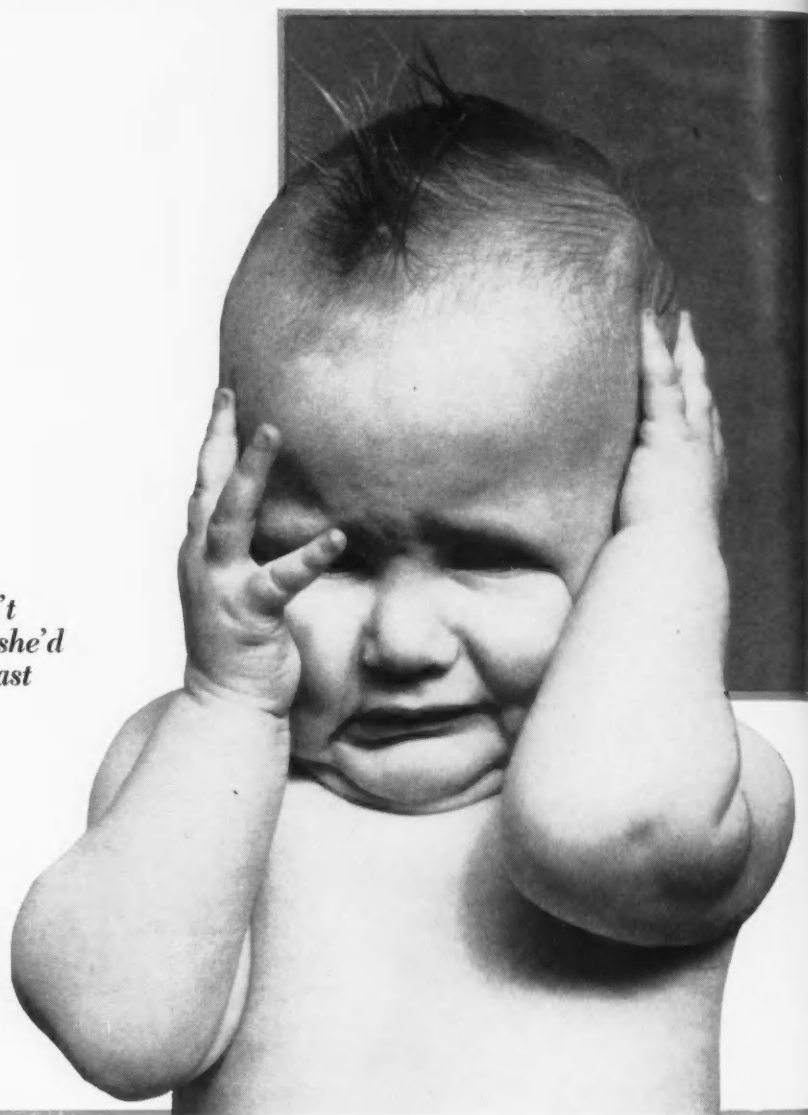
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# MAKES ME CRINGE TO THINK OF IT . . .

*"... and if mother weren't  
so patient and persuasive she'd  
never get that medicine past  
my lips again! It tastes  
just awful!"*



**S**ORRY, little man. . . . Chances are you're the victim of an old-fashioned doctor's shortsightedness—one who ought to know that tonics and medicines have changed and that, today, for every bad tasting medicine on the corner druggist's shelf there's a good tasting remedy you'd be happy to take. And not only are these newer pharmaceuticals and proprietaries good *medicinally*, they're good *psychologically*, for they pass sensitive palates *pleasantly* without the disturbing accompaniment of tautened muscles, twisted features and a small rebellion raging from within. . . . How has this medicinal metamorphosis been accomplished? Many of the large, ethical drug manufacturers have made the transition, logically and wisely, by placing their palatability problems squarely before firms such as ours, thus taking advantage of our years of applied and continuous research in the chemistry and scientific use of flavors. Without expending costly and sometimes fruitless time and effort themselves, they still benefit from the flavor expert's knowledge, experience and pre-eminence in his highly specialized field. We should like to suggest your doing likewise if you have similar problems to contend with.

**For GOOD TASTE  
in Pharmaceuticals Consult . . .**

## **FRITZSCHE**

Established  1871

### *Brothers, Inc.*

**PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.**

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**STYLED FOR SALES**

**STOCKED FOR SERVICE**

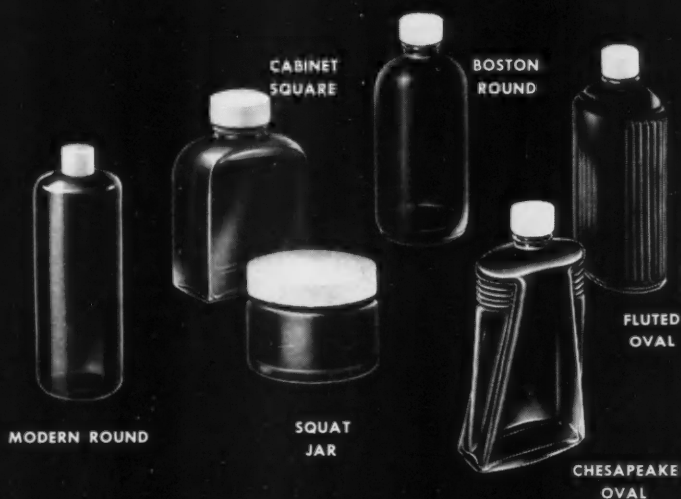
Gleaming, crystal-clear bottles in many eye-catching designs —that's Maryland Glass styling! (Or, if you prefer, we will design a distinctive shape for your use.) And these Maryland Glass bottles are practical . . . sturdily constructed to fill and pack easily, keep breakage to a minimum.

Stocked for service? We have a complete range of sizes in all styles, ready to fill your order immediately. Tell us about your product in the coupon below and we'll send prices and samples. No obligation, of course.

**PACK TO ATTRACT IN  
MARYLAND GLASS**



PERFUME OVAL



MODERN ROUND

CABINET  
SQUARE

BOSTON  
ROUND

SQUAT  
JAR

FLUTED  
OVAL

CHESAPEAKE  
OVAL

**MAIL THIS COUPON  
FOR DETAILS  
PRICES AND SAMPLES**

**MARYLAND GLASS CORPORATION**  
2147-53 Wicomico Street  
Baltimore 20, Maryland  
Gentlemen:

We pack..... in .....  
(type of product) (size or sizes)

Please send us appropriate samples and prices in clear glass bottles.

Name .....

Company .....

Address .....

City ..... Zone ..... State .....

## Variability in Taste Response

Individuals may show such varied response to test taste chemicals that classification into taste groups is not feasible at present

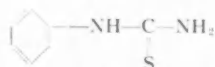
MORRIS B. JACOBS, Ph.D.



AT the 128th meeting of the American Chemical Society held at Minneapolis, Minn., September 11 to 16, 1955, a paper on the reliability of the phenylthiourea-sodium benzoate method of determining taste classifications was presented by Edward F. Hoover<sup>1</sup>, of the Research Laboratory, Wise Potato Chip Co., Berwick, Pa.

As I have noted on a number of occasions in this section of the American Perfumer, the "classical" method of classifying tastes into four fundamental groups as sweet, bitter, salty, and sour or acid leaves much to be desired. This subject has been discussed in some detail in my book *Synthetic Food Adjuncts* and in a number of articles in this section and need not be repeated here.

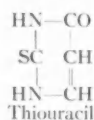
About 25 years ago, Fox<sup>2</sup> noted that phenylthiourea or phenylthiocarbamide as it is also called, tasted bitter to six to seven people out of every ten. The other four or three people considered this compound to be tasteless.



Phenylthiourea (phenylthiocarbamide)

Blakeslee's investigations<sup>3,4</sup> led him to conclude that the apparent tastelessness of phenylthiourea was an inherited Mendelian recessive character. Both of these investigators stressed the fact that the taste responses of individuals varied greatly so that their reactions to different products would also vary greatly<sup>5</sup>.

Thiouracil which is a related compound, for it contains the -HN-C(S)-



NH- grouping, gives a similar grouping of bitter and tasteless categories<sup>6</sup>.

Over ten years ago, Wiggers<sup>7</sup> stated that sodium benzoate tasted either bitter or sweet to one out of four persons while the other three persons considered it to be tasteless. Fox<sup>8</sup>, however, found that sodium benzoate might assume all of the "fundamental" tastes, sour, sweet, bitter, or salty, as well as tasteless.

### Taste Classifications

Hoover was interested in testing Fox's method of classification of people. In 1954, as previously reported in the American Perfumer, Fox<sup>8</sup> proposed a classification depending upon the aforementioned differences in taste responses. The first differentiation was made using phenylthiourea; this yielded two major categories: those to whom it tasted bitter and those to whom it had no taste. Subsequently the response to sodium benzoate was used as a means of placing each individual into one of five subgroups under each of the large categories, namely: bitter-sweet, bitter-bitter, bitter-salty, bitter-

sour, and bitter-tasteless, on the one hand and tasteless-sweet, tasteless-bitter, tasteless-salty, tasteless-sour, and tasteless-tasteless on the other. Four of these groups comprised 76 per cent of all the subjects tested. Fox hoped to be able to show that "if pure taste is a determining factor in food preferences, then differences should be found in the food likes and dislikes among the classes as determined by the chemicals alone."

### Taste Variability

Hoover used a panel of 10 women and 10 men selected from the workers in the firm with which he is associated. He gave this panel paper strips impregnated with phenylthiourea and with sodium benzoate and each panel member was then requested to state the taste sensation. These tests were repeated several times and the consistency of taste response was noted.

Uniformity of response to phenylthiourea was markedly better than uniformity of response to sodium benzoate; nevertheless some of the individuals reacted differently on separate test occasions even to the phenylthiourea. Only one member of the 20-person panel gave consistent responses to repeated taste tests with these compounds.

The same panel was checked to test the individual variation to the "fundamental" tastes. Strips impregnated with solutions of sucrose, sodium chloride,



# RESEDALIA

## AN ACETAL

<b>PHYSICAL APPEARANCE:</b>	Colorless liquid; APHA 10 Max.
<b>ODOR TYPE:</b>	Floral; resembles Reseda Mignonette.
<b>SOLUBILITY:</b>	10 parts soluble in 100 parts 70% Ethyl Alcohol.
<b>STABILITY:</b>	Very stable in neutral and alkaline media.
<b>REFRACTIVE INDEX:</b>	1.4972 (R.I. $n \frac{20}{D}$ )
<b>SPECIFIC GRAVITY:</b>	$\frac{20}{20}$ : 1.0020
<b>SUGGESTED USES:</b>	1% to 5% in formulation of floral odors for perfumes, creams, powders and soaps. As addition, 1/4% to 1%, to existing compounds to round off and improve odor character.
<b>QUALITY:</b>	Held to rigid specifications by our control laboratories; carefully analyzed by the most modern methods, including infra-red absorption.

*Note these additional VERONA specialties:*

AMBRE SUPERESSENCE E-1273 • CYCLAMAL • FLORANOL

VERONOL • FLOWER OIL WHITE LILAC

Sole representatives in the United States for: J. & E. SOZIO, GRASSE, FRANCE

RESINOIDES • NATURAL ABSOLUTES • ESSENTIAL OILS

**PRODUCTS BUILD SALES FOR**

**PRODUCTS**

Aromatics Division

VERONA CHEMICAL COMPANY

Plant and Main Office: 26 Verona Avenue, Newark, N. J.

1210 Rosedale Avenue, Chicago, Ill.



citric acid, and quinine sulfate, representing respectively the sweet, salty, sour, and bitter tastes. In addition a tasteless standard was used. Hoover found that a significant percentage of the panel were unable to distinguish accurately between these five taste sensations. The reaction to sweet taste was relatively uniform.

As a result of his study Hoover concluded his presentation with the observation that, "the problem of classifying individuals into groups according to their taste perceptions remains unsolved and is shown by the present work to be much more complex than might be inferred from methods proposed earlier."

The fact that individuals vary in taste perception, is as indicated above no new discovery. This has been discussed in detail by Cameron<sup>9</sup>. But the work of Hoover, while corroborating the prior work showing variability in individual taste response seems to indicate strongly, as I have stressed from time to time in my column, that taste perception and taste response are indeed highly complex reactions resembling in their variability the marked differences known to be shown by individuals in odor and flavor perception and response.

One factor that should be stressed here is that Hoover asserted that the sweet, salty, sour, and bitter substance impregnated strips contained what were deemed adequate quantities of material and were not designed for threshold levels. Hence the variations noted by Blakeslee and Salmon<sup>10</sup> in using subliminal concentrations of quinine sulfate did not enter into Hoover's tests. Blakeslee and Salmon reported that two subjects found quinine sulfate to taste sweet in such very low concentrations. Other such variations noted in the literature are those of strychnine sulfate which tasted sweet, sour, and salty in subliminal concentrations to various individuals; sodium chloride tasting sweet, sour, bitter, and soapy; aspirin tasting sour, bitter, and salty; hydrochloric acid tasting sweet, bitter, and astringent; and sucrose tasting fragrant, fruity, sour, astringent, and slippery.

These variations are probably affected by the flavor the material has to the taster rather than to the taste alone.

Richter and Campbell<sup>11</sup> reported that in subliminal concentrations of sucrose solutions the responses of individuals were very varied. Thus 12 persons said the solutions were bitter; 8 had a sour response; 7 said their reactions were salty; 6 had an acid sensation; 6 had a "chemical" response; 5 said the solutions gave them a "medicinal" sensation; lemon was the effect on 4; peppermint on 3; and so on.

These investigators, however, did report that two out of 58 children could not recognize the sweetness of 10 per cent sucrose solutions, so that in this respect Hoover's test panel showed similar results.

Fox<sup>8</sup> had hoped that by means of his group classification, flavor evaluation panels could be greatly strengthened by including in such panels one member of each of his classification groups. But since four of his ten groups were more important than the others, Fox suggested that special weight should be given to the opinions of experts from those four major groups. He further advised companies arranging for testing the flavor of new food or beverage or flavor product to make certain that the new product was acceptable to those four important subgroups.

The work of Hoover, while still emphasizing the importance of panel testing for consumer acceptance rejects the premises of Fox and thus inferentially implies that a small group of tasters cannot be really representative of the taste reactions of the general public. It may also be inferred from this work that too much reliance cannot be placed on panel testing and that often long and necessarily expensive market surveys will have to be made to test public acceptability of a product.

Finally, as has been mentioned in this section in the past, a fresh look is needed on the subject of "fundamental" tastes and taste and flavor physiology and psychology<sup>12</sup>.

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#### Tokyo Flavor Show Meets with Success

The Nippon Flavor Kogyo Co., Ltd., of Tokyo, Japan sponsored a well-attended flavor show September 20-22. The displays featured exhibits on dif-

ferent applications of food flavors. Those attending the show tasted and voted on confections whose manufacturers were unidentified. The climax of the affair was the counting of votes and awarding of prizes to the producers of the winning foods.

#### Flavored Notes

THE 128th meeting of the American Chemical Society held in Minneapolis, Minn. in Sept. 1955 was well attended the registration being of the order of 7,000. In addition to the paper of Hoover on taste response, papers of some interest to the flavor chemist and flavorist were: Mark Keeney, "Recent studies on the chemistry of milk fat oxidation," (University of Maryland, College Park, Md.) in which Keeney points out that an early manifestation of milk fat deterioration, particularly in powdered milk, is the development of a coconut-like flavor. The compound held responsible for this flavor defect is delta-decalactone.

Stuart Patton, Department of Dairy Science, The Pennsylvania State University, University Park, Pa., reported on the "Chemical aspects of flavor problems with milk and its products." Oxidized flavor is attributed to 2-enals, malty flavor to 3-methylbutanal, sunlight flavor to 3-methylthiopropional, and flavor deterioration in milk fat to delta-decalactone.

It is to be noted that while all of these substances may be considered off-flavors in milk and milk products, they may very well lend themselves to proper flavor utilization and exploitation.

★ ★ ★

Considerable new information has just been published on a natural substance of high sweetening power, stevioside, which is 300 times as sweet as sucrose. Stevioside is a glucoside and has been isolated from a small wild shrub, known as the sweet herb of Paraguay. In a subsequent issue I hope to discuss this sweetening agent in greater detail. —M.B.J.

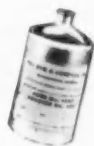
#### To Observe 50th Anniversary Of Food and Drug Act

A committee representing the drug and cosmetic industry is being formed to participate in the 50th anniversary of the signing of the Food and Drug Act, which will be observed next year. The week of May 7 will be named Pure Food and Drug Week, and the Post Office will be asked to issue a commemorative stamp.

The Assn. of Food and Drug Officials is sponsoring the celebration, with the American Bar Assn. and the New York State Food and Drug Section participating.



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- Aromatic Chemicals
- Perfume Compounds
- Foaming Agents
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*Duraglas salesmaking packages  
can express the personality  
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# Flake Soap Manufacturing Systems

Complete systems help to cut down waste soap usually produced from chilling and drying processes

**I**T is being brought home to manufacturers with increasing force every year that waste can and, indeed, does cut into profits and that where new plant cuts down waste then it must be regarded as an investment. This truism is, probably, more appreciated by American than by British houses, although conservatism in industry in Great Britain is by no means as prevalent as many people think.

An instance at hand where new plant is able to cut down waste and effect worthwhile savings in operational costs and upkeep is afforded by flake soap systems which receive hot liquid soap from kettle or crutcher and deliver uniformly dried and equally thin flakes in one operation.

Apart from any question of increased output, and these modern systems are able to turn out from 750 to 6000 lbs. per hour, there is absolute control of the type of flake produced. This ability to standardize production is of very great importance these days because it is being appreciated more and more that the physical condition of the flakes plays a vital part in the later processing. This statement does not in any way minimize the importance of the soap's chemical properties, such as free alkali content, but it is an indication that even if the soap is perfection itself chemically and is in a poor physical condition, then the milled toilet soap produced from the flakes will definitely be inferior.

Complete flake manufacturing systems also cut down waste soap usually produced from the chilling and drying processes. This soap, while it can be re-used, suffers from re-processing and, in any case, re-employment involves labor and machinery charges. Another important advantage about the complete soap flake unit is that being compact in design and built on the latest and most improved lines it is a good deal easier to keep clean than the separate units. This means a reduction of further waste of time and labor and the lesser risk of soap forming in pockets

in inaccessible parts of the machinery and becoming rancid.

## Test Antibiotics in Soap

**C**AN antibiotics and sulfa drugs be incorporated in soaps? Tests are under way to determine whether these drugs can be combined successfully and practicably with a new soap product.

In this connection a spokesman for the Mem Co. reported to American Druggist that tests results with several such drugs have been encouraging. Some biotics, such as penicillin for instance are not compatible with soap.

If successful much would be accomplished in increasing the sales of medicated soaps. Confidence that consumer demand for medicated soap and skin cleansers actually is on the upswing is reflected in a series of recent developments, the latest of which is the purchase by Pharma-Craft Corp., toiletries manufacturer, of Physicians' and Surgeons' Soap, a 67-year-old product, and Surgeons-Lotion.

Indications are that intensified promotional efforts will be behind both products. As in the past, distribution of Physicians' and Surgeons' Soap, formerly owned by Physicians Supply Co., Cincinnati, through normal wholesale and retail drug channels will be continued. The same distribution policy will be followed in the case of Surgeons-Lotion, which Pharma-Craft acquired from Surgeons-Lotion Co., Tulsa, Okla.

Pharma-Craft is not a newcomer in the medicated soap field. However, the purchase of the two additional products represents an expansion move based on the belief that consumer demand for medicated cleansing preparations is increasing. In the same field, the company also markets Eratol medicated soap . . . and Ting—in ointment, cream, and antiseptic soap form—for athlete's foot and irritated skin conditions.

At least two other manufacturers have taken steps to up sales of medicated soap in drug stores—on the theory that one way for druggists to recapture soap volume lost to supermarkets is to promote premium-priced soap and skin cleansers as health items.

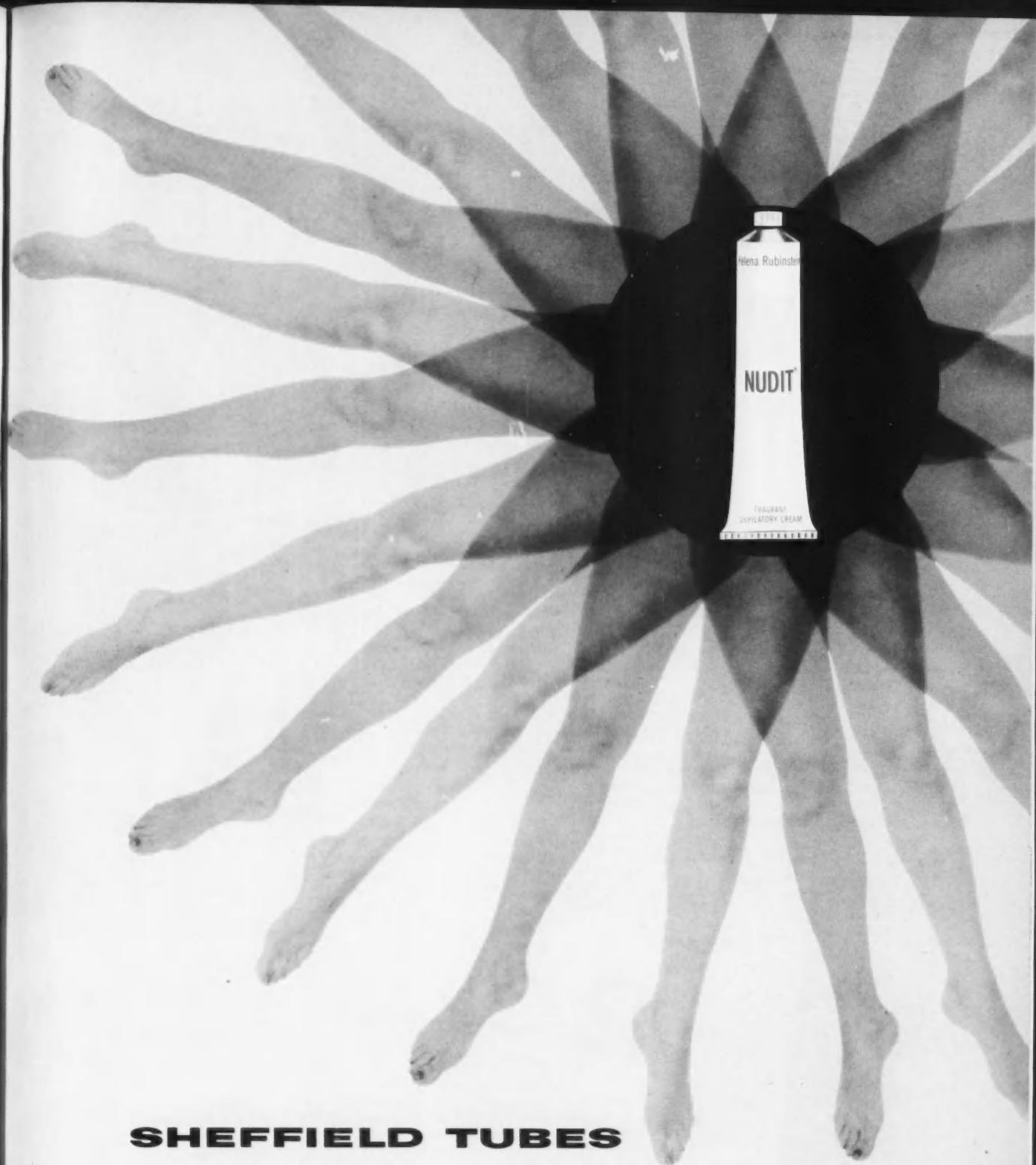
## Triethanolamine Soaps

**T**RIETHANOLAMINE soaps prepared from high grade naphthenic acids are recommended for applications where a low alkaline but high soap concentration is required. They do not jell and there is no difficulty in incorporating various solvents in the soap when a dry cleaning compound has to be produced. These special soaps are particularly recommended where highly stable water-in-oil emulsions are being manufactured. Small quantities of triethanolamine naphthenic acid soaps are said to be useful in the production of mechanics' hand paste and special quick grease and soil removing preparations. Naphthenic acid possesses useful antiseptic properties and its inclusion in such formulae helps to lessen the danger of infection.

## Industrial Barrier Cream

**A**N oil and solvent barrier cream is among provisional formulae suggested for inclusion in the British Pharmaceutical Codex by a special subcommittee of the B.P.C. revision committee studying barrier products for prevention of contact dermatitis. The composition follows:

Kaolin (sterilized) . . . . .	20.0
Bentonite . . . . .	3.0
Hard soap (powdered) . . . . .	12.0
Glycerine . . . . .	6.0
Stearic acid . . . . .	2.0
Sodium chloride . . . . .	1.0
Chlorocresol . . . . .	0.2
Phenol . . . . .	0.5
Distilled water to make . . . . .	100.0



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## Nothing Compares with

**ASTROTONE BR** recalls the odor of musk tonquin, but without the heavy, depressing animal by-notes which are present in material musk.

Boiling Point: 125°C. at 1 mm.  
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Specific Gravity: 1.044 to 1.0455 at 20°C.

Rigid manufacturing controls insure not only chemical purity but uniformity of odor. In the more than 15 years during which ASTROTONE BR has been on the market, the number of perfumers using it has increased considerably.

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# N

# NEWS and EVENTS

## William Kissel to Ungerer's St. Louis Office

Ungerer & Co. has announced that William A. Kissel, formerly sales representative for upper New York State



William A. Kissel

and eastern Canada, has been assigned to the company's St. Louis office where he takes charge of that territory under the supervision of J. L. Slais, Chicago district sales manager.

The New York State and Canadian areas formerly covered by Mr. Kissel are now being served by Warren E. Kell through the company's Boston office.

## Rutgers University Receives \$15,000 Gift

The Colgate-Palmolive Co. of Jersey City has made a gift of \$15,000 to Rutgers University for an air-conditioned addition to the laboratories of its Bureau of Biological Research. A check was presented by Hugh Jewett, vice president and secretary of Colgate-Palmolive, to Dr. Lewis Webster Jones, president of the university. The grant augments earlier contributions of \$20,000 by the company to the school. Tentative plans for the new laboratory call for a two-story addition to the building presently used by the bureau.

The Bureau of Biological Research scientists are studying certain fundamental problems in the field of dental biology, particularly those having to do with nutrition and protection of the teeth. Dr. James B. Allison, director of

the bureau, stated that the aid provided by Colgate-Palmolive enabled search for basic knowledge of the biology of the teeth, and that the removal of demands for practical results permitted the fundamental investigations on which all applied research is built.

## Observe 50th Year of Food, Drug and Cosmetic Legislation

Plans for industrial groups, trade associations, individual firms and consumer organizations to cooperate with federal and state officials in a year-long program of activities during 1956 to mark the 50th anniversary of national legislation in the food, drug and cosmetic fields, have been announced by Eugene H. Holeman, president of the Assn. of Food and Drug Officials of the United States.

A. H. Fiske, vice president of Eli Lilly Co., was named chairman for drug and cosmetic industries. S. L. Mayham, executive vice president of the Toilet Goods Assn., is vice chairman.

## Mid-Winter Meeting of T.G.A. Scientific Section

The mid-winter meeting of the Scientific Section of the Toilet Goods Assn. will be held on December 14 at the Waldorf-Astoria Hotel, New York City. The meeting is closed to non-members. Speakers on the program and their topics are: Morris J. Root, "Aerosol Spray Patterns"; R. L. Patterson, "Creme Shampoo Formulations"; Gabriel Barnett and Donald H. Powers, "Factors Contributing to the Performance of Shampoos and to Consumer Acceptance"; Ivor Cornman, "Tissue Culture Applications in Pharmacological Evaluations"; Otto Jacobi and Herbert Heinrich, "Determination of Antiperspirant Activities"; C. L. Bechtold, E. A. Lawrence and E. M. Owen, "In Vitro Test for Predicting the Effectiveness of Antibacterial Agents in Soap"; and A. R. Jasuta, "A Practical Approach to Container Development for Toiletries."

## New Executive for Jeunesse Cosmetics, Inc.

The appointment of W. Z. (Wally) Pearsoll as general sales manager of Jeunesse Cosmetics, Inc., Dallas, has



W. Z. Pearsoll

been announced by Mrs. Gladys Slade, president.

Jeunesse, Inc. is the only company headquartered in the Southwest which manufactures a complete line of cosmetics with specialization in perfume oils. The company has recently expanded into an enlarged plant.

## Pharmaceutical Research Efforts Are Exhibited

A graphic exhibit of the research efforts made by the pharmaceutical industry on behalf of the American public was displayed at the Industrial Council's fifth annual meeting at Rensselaer Polytechnic Institute, Troy, N. Y., October 27-29. The display is sponsored by the Health Information Foundation.

## New Corporate Name For Winthrop-Stearns, Inc.

Dr. Theodore G. Klumpp, president, has announced that the corporate name of Winthrop-Stearns, Inc. has been changed to Winthrop Laboratories, Inc.

Winthrop-Stearns, Inc. was organized in 1947 as the result of the acquisition of Frederick Stearns & Co., Detroit, Mich., by the Winthrop Chemical Co.

### Chicago Chapter SCC Hears Dr. Kenneth L. Russell

Dr. Kenneth L. Russell, president of the Society of Cosmetic Chemists, addressed the Chicago chapter on November 8. Dr. Russell's talk, "Cosmetic Research—Exploration and Evaluation," was illustrated with slides.

The meeting was the annual President's Night of the Chicago Chapter. In addition to presenting his address, Dr. Russell also installed newly elected officers.

### SCC to Hold Annual Meeting

The Society of Cosmetic Chemists will hold its annual meeting and medal award dinner and tenth anniversary dance on December 15 at the Hotel Commodore, New York City.

The program of the morning session will consist of papers by the following: Dr. P. G. Lauffer of G. W. Luft Co., "The Emerging Cosmetic Industry"; C. C. Currie of Dow-Corning, "New Silicones for the Cosmetic Industry"; J. C. Winters of Rohm & Haas, "Potential Utility of Ion-Exchange Resins in Antiperspirant-Deodorant Formulations"; and V. Babayan of the E. F. Drew Co., "Fatty Acids and Derivatives in Cosmetics."

The following speakers will participate in a symposium on dandruff during the afternoon session: J. V. Klauder of Industrial Toxicology Laboratories, "Review of Dandruff Research to Date"; Arnold H. Gould, assistant clinical professor of dermatology, Georgetown University School of Medicine, and of the Schering Corp., "Sodium Sulfacetamide in the Treatment of Seborrhea Capitis and Seborrheic Dermatitis"; and E. J. Matson of Abbott Laboratories, "Selenium Sulfide as an Anti-Dandruff Agent."

### New Legislation For Mexican Cosmetic Industry

The Asociacion Nacional de la Industrias de Perfumeria de Mexico has revealed that it has in preparation a set of suggested provisions to be introduced to the Mexican congress which will regulate the future of the cosmetic industry in that country. This step is the result of previous effort on the part of the association which brought about last March 1 the legislative separation of cosmetics from medicines insofar as government regulation of manufacture and marketing was concerned. The members feel that the proposed legislation will bring benefits both to the economy of Mexico and to the foreign manufacturers who offer

their products on the Mexican market.

The association was established in July 1954 for the purpose of representing and defending the interests of the industry. At present the membership includes 95% of the country's manufacturers of cosmetics as well as representatives. The association has obtained legal recognition from the Mexican government.

### General Aniline Plans Expansion in Detergent Field

An expansion program in the liquid detergent field by the Antara Chemicals Division of General Aniline & Film Corp. has been announced by John Hilldring, president.

Three major steps in the initiation of the program are the construction of a new surfactants manufacturing building on the company's 55-acre property at Calvert City, Ky., scheduled for completion in July, 1956; installation of additional facilities at the company's present plant in Linden, N. J.; and leasing of storage tank facilities in Los Angeles and Alameda, Calif.

### New York University Offers Color Seminar

A course titled "Color Seminar" is being presented this fall at New York University. The fifteen lectures, given by leading authorities from the worlds of design and industry, include: Color as a Management Function, Color Harmony and the Coding of Colors, Color Trend Forecasting, Color Timing in Merchandising, The Dynamics of Color as a Marketing Tool, and Color in Advertising.

### Henry B. Hass Addresses Chemical Industry Assn.

Dr. Henry B. Hass, president of the Sugar Research Foundation, spoke before the Chemical Industry Assn. on October 27 at the Chemists' Club, New York City. The subject of the talk was sacrochemistry, the industrial chemistry based upon sucrose and its by-products. Dr. Hass discussed the many potential chemicals available in sucrose, pointing out that though this product is the most abundant pure organic compound, it has been relatively neglected as a chemical starting material.

Dr. Hass also spoke of the work initiated by the Sugar Research Foundation which resulted in a new unit process called "reductive aminolysis," which yields diamines, leading to high polymers, solvents and water softening agents.

### New Home Permanents Featured In Magazine Article

The latest improvements in new home permanents are discussed in an article in the October issue of *Better Living* magazine. Titled "New Home Waves," the beauty feature advises the buyer to choose the home permanent that fits her needs best.

### German Business Group Tours Dodge & Olcott, Inc.

A group of German business executives toured the perfume and aerosol testing laboratories of Dodge & Olcott, Inc. on October 20. Under the auspices of the Trade & Industry Tours Assn., Inc., the group will make an extended tour of the United States.



As part of a study of the problems of distribution in the chemical industry, eleven European executives toured the John H. Breck, Inc. plant and offices in Springfield, Mass. Left to right, Edward J. Breck, president, discusses activities of his firm with Joseph M. Heymans, Belgium; Fernando V. R. Faria, Portugal; and Dr. Helmuth E. Flammer, Germany. The visit was sponsored by the U. S. Dept. of Commerce to allow executives from Belgium, Denmark, France, Germany, Iceland, Netherlands, Norway and Portugal observe our free enterprise system of production.

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*VIVALDI . . . a lively, sparkling fragrance as  
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*VIVALDI . . . a magnificently harmonious creation  
with extremely persistent fidelity  
of character.*

*VIVALDI . . . with the brilliance of precious jewels,  
the freshness of spring flowers,  
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depth and richness of precious  
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*VIVALDI . . . a versatile fragrance for fine perfumes,  
colognes, powders and sachets.*

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### Colgate-Palmolive Co. Plans New Laboratories

The Colgate-Palmolive Co. has disclosed that it intends to erect new central research laboratories in the near future. The company has obtained option to purchase a tract of 35 acres in Bloomfield, N. J. which would be suitable for this purpose. The property is now used as the Broadacres Gold Course and construction of the proposed research center would require a change in the present zoning.

The new laboratory will house between 350 and 400 people and will have over 200,000 sq. ft. of floor area devoted to various research activities. The new research center will bring together most of the basic and applied research functions of the company, with its development activities and newly completed pilot plant remaining at the plant site in Jersey City.

### Society of Plastics Engineers Holds Symposium

"Plastics for Packaging" was the theme of a one-day symposium of the Atlantic Regional Conference sponsored by the New York section of the Society of Plastics Engineers. The meeting was held in the Hotel Statler in New York City on November 16.

### Redbook Magazine Has Christmas Perfume Display

A four-page display of perfume and costume jewelry in color and black and white is presented in the November issue of Redbook magazine. The feature, which Redbook prepared in cooperation with Lord & Taylor, is headed, "Make Her Christmas Dream Come True." On show are bottles of the perfumes Noa Noa by Helena Rubinstein, Flair by Yardley, Ambush by Dana, Escapade by Shulton, My Love by Elizabeth Arden, Tweed by Lenthéric, and Muse by Coty. Complementing the perfume is an arrangement of costume jewelry from the store.

The display as it was photographed has been on view in the window of the Lord & Taylor store in New York, with copies of the magazine open to the feature. Miss Ruth Drake is fashion and beauty editor of the magazine.

### New York Cosmetic Chemists to Hear About Sucrose Derivatives

The New York Chapter of the Society of Cosmetic Chemists will hold its November Meeting on Wednesday, November 30th in the Metropolitan Room of the Brass Rail Restaurant,

43rd St. and 5th Ave., New York City.

The guest speaker for the evening will be Lloyd Osipow, research group director for Foster D. Snell, Inc. Mr. Osipow will present a paper entitled "Sucrose Derivatives in Cosmetics."

The installation of new officers of the Society will take place at this meeting. Michael A. Stanton, the present chairman, will officiate at the ceremony. This will mark the successful conclusion of the first year for the chapter. The attendance at meetings has been gratifying.

Mr. Stanton announces that this will be an open dinner and meeting and guests are cordially invited.



Dr. Thomas H. Vaughn, left, vice president for research and development of the Colgate-Palmolive Co. of Jersey City, presents a check for \$11,500 to Dr. Lewis Webster Jones, right, president of Rutgers University, to support basic research in the State University's School of Chemistry. Dr. Peter A. van der Meulen, director of the school, looks on.

### FDA Still Lacks Funds to Proceed Against Misbranded Cosmetics

Despite the increase of \$384,000 in its budget the Food & Drug Administration still lacks funds to proceed against misbranded cosmetics. The administration, however, has not relaxed its efforts in investigating and proceeding against cosmetics which may be dangerous or contain new ingredients the safety of which may not be fully established. Dr. F. X. Wazeter has been added to the Pharmacology Division and will assist Dr. John Draize in testing cosmetics from the standpoint of skin toxicity.

### DCAT Schedules Fall Luncheon

The DCAT section of the New York Board of Trade has scheduled its fall luncheon for November 30 at the Hotel Biltmore, New York City.

### TGA Sets Standards For Triethanolamine 85%

The Board of Standards of the Toilet Goods Assn., Inc., has issued Specification No. 18, which defines and establishes standards for triethanolamine 85%, replacing the original one of 1946.

### New York S.C.C. Honors Dr. Russell on President's Night

The New York Chapter of the Society of Cosmetic Chemists celebrated President's Night on the evening of October 26 when Dr. Kenneth L. Russell, president of the national Society of Cosmetic Chemists was the guest of honor.

Michael A. Stanton, the energetic chairman of the New York Chapter, presided at the well attended meeting; and after disposing of routine business called for nominations for officers of the chapter for the coming year from the nominating committee. Ballots will be mailed to members of the chapter in the same way that ballots are mailed for the election of national officers.

Gabriel Barnett, who has done exceedingly good work as program chairman, was then called on to introduce Dr. Russell.

Dr. Russell then outlined research work that had been done on dentifrices, hair preparations, anti-perspirants and skin preparations. The lecture was illustrated by stereopticon slides and proved to be highly interesting and informative.

The chapter now numbers 174 members—a tribute to Mr. Stanton and to the chairman of the membership committee Stephen G. Capkovitz; the program chairman Gabriel Barnett; the secretary Warren B. Dennis Jr.; the treasurer Theodore Ostrowski; Dr. Paul I. Lauffer, Dr. Louis C. Barail, Harry Isacoff and Miss Hazel Bishop also chairmen of committees, and to other members who devoted much time and effort in cooperating with Chairman Michael Stanton to make the first year in the life of the chapter an outstanding success.

### Cosmetic Credit Men Elect Officers

The Drug, Cosmetic and Chemical Credit Men's Assn. announces that the following officers were elected on October 20 for a period of one year: Chairman, Harold Mix, of S. B. Penick & Co.; Vice Chairman, Walter J. Naber, of Monsanto Chemical Co.; Treasurer, E. B. Smith, of U. S. Industrial Chemicals, Inc.; and Secretary, Clare I. Ginzel, of Givaudan-Delawanna, Inc.





## FROM COAST TO COAST

*Avon's Strategically Located Laboratories\* in the United States and Canada  
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# Avon Products INC.

Private Brand Division, 30 Rockefeller Plaza, New York 20, N. Y.

\*STRATEGICALLY LOCATED LABORATORIES IN SUFFERN, NEW YORK; PASADENA, CALIFORNIA; MONTREAL, CANADA.

### **SCC of Great Britain Announces 1955-56 Program**

The Society of Cosmetic Chemists of Great Britain has planned a series of meetings for the fall and winter season. Included are papers on scientific subjects related to the industry which are to be delivered by leading English scientists in the field.

### **New Merchandising Program For Courtley Line**

John Roosevelt, president of Lee Ltd., states that the Courtley Line of men's toiletries has been completely restyled and repackaged and a number of new items added.

An after-shave lotion in cologne strength is bottled with a set of blotters which can be saturated and carried in the pocket or placed in a bureau drawer. An aerosol deodorant which sprays on dry is another addition to the line.

The line is now packaged in charcoal black, orange, blue and white colors.

### **American Cholesterol Products Building New Plant**

American Cholesterol Products, Inc., manufacturer of cholesterol, sterol and lanolin products and derivatives, is now erecting a 35,000 sq. ft. plant and laboratory of modern design on a 20 acre site in Edison Township, N. J., on the main line of the Pennsylvania Railroad. The new plant will consist of 5000 sq. ft. of laboratory and office section adjoining a 23 ft. high, single-story manufacturing building. An additional building in the rear of the site will be used for solvent storage.

The buildings are being constructed of light, buff-colored bricks and are trimmed with low, natural stone walls and planting boxes. An entrance canopy will lead from the visitor's parking area to the lobby. Blue, heat absorbing glass is to be used throughout.

The interior of the building has been designed for functional efficiency and safety, and will embody the latest developments in laboratory and chemical plant construction. High and low pressure steam, water, vacuum, cooling, electrical and waste disposal systems have been incorporated in the building design. The heavy structural steel framework supports a reinforced concrete roof upon which will be mounted cooling condensers and ventilating equipment. An artesian well, 525 ft. deep, will supply 200 gallons per minute of cold water at 54°F. Two lagoons, each holding 250,000 gallons

of water, working in conjunction with neutralizing tanks, will comprise the industrial waste disposal system.

The new plant will be sprinkled throughout for fire protection and will have automatic ventilation equipment. The laboratories are being constructed of marble-faced blocks for ease in maintaining cleanliness, and will have air conditioning, humidity control and shadowless lighting.

American Cholesterol Products, Inc., which has outgrown the facilities it has occupied in Milltown, N. J., for the past sixteen years, expects to be using the new plant by February, 1956. This major expansion will permit the company to increase its activities in research, development and the production of new products for the cosmetic and pharmaceutical industries.

### **Zonite Products Discloses Corporate Reorganization**

A corporate reorganization of Zonite Products into four separately functioning divisions, representing diversified fields within the drug industry, has been announced by Charles T. Sillo-way, president. The new sections are: Zonite Division, for proprietary drugs; Larvex Division, for household products; Crookes Laboratories, for ethical pharmaceuticals; and Lady Esther Division, for cosmetics and toiletries.

Included in the announcement was notice of revisions in basic selling policies, which emphasize increased profit margins for both wholesalers and retailers.

### **Philadelphia College Receives Research Grants**

Two sponsored research projects are now under way at the Philadelphia College of Pharmacy and Science.

Under a grant from the Wyeth Laboratories a study of the adsorption properties of various clays is being conducted under the direction of Dr. Martin Barr. Research of a general nature is being carried out under the lead of Dr. G. Victor Rossi as a result of a grant-in-aid from the National Drug Co.

### **Connecticut Chemical Research Corp. to Expand**

A. O. Samuels, president of Connecticut Chemical Research Corp., has announced that he will now assume direct supervision of the contract packaging division of the company. Plans for expansion of the contract packaging division of the company in manpower, sales services and new product development will soon be announced.

### **Highly Purified Terpineol From S. B. Penick & Co.**

The Essential Oil and Aromatic Chemical division of S. B. Penick & Co. has announced the availability of an exceptionally highly purified perfumers' grade of terpineol. The product is employed as a base for most of the lilac-type odors and is an important ingredient in general perfume compounding.



Thousands of push-button shaves are turned out each day on the aerosol filling line just installed by the Mennen Co. at its plant in Morristown, N. J. Here the operator is seen as she checks the weight of a can to make sure that the proper amount of the propellant is being included and thus insures that the user receives a correctly packaged product.

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### **New Shipping Box For Cuticura Soap**

A new and colorful shipping box has been adopted by the Potter Drug and Chemical Co. for its Cuticura soap. Designed to attract the attention of the estimated 200 people who see such a box on its journey from manufacturer to final outlet, it employs orange printing on a black background. To strengthen product identification the trade name is printed in the same style used on the soap wrapper. The front of the box carries notice of Cuticura's advertising in Life magazine.

### **Soap & Glycerine Producers to Meet January 25-27**

The twenty-ninth annual convention of the Association of American Soap & Glycerine Producers Inc. will be held in the Waldorf Astoria Hotel January 25, 26 and 27. In addition to a gala anniversary celebration marking the beginning of the thirtieth year in the life of the association a good program is being arranged.

In view of the fact that 1956 is an election year a fresh look will be taken at the economic and political events that bear on the business situation will be taken. The year is likely to be one of technical change for soap, detergents, glycerine and fatty acids so there will be new data on automation, distribution and application in these fields. Full details of the big meeting will be announced soon by Roy W. Peet, manager.

### **Wenneis's Talk on Progress Charms Flavor Chemists**

The Society of Flavor Chemists held its first meeting for the Fall of 1955 at the New York Times building October 6. President Jack Bouton was in the chair and a large and attentive audience was present to hear an address by J. N. Wenneis, technical director of the Norda Chemical Co.

### **Government Approves NDGA Antioxidant for Foods**

Final approval for the use of NDGA antioxidant for preventing rancidity and off flavors in foods susceptible to oxidative deterioration has been given by the Food & Drug Administration.

NDGA antioxidant is nordihydroguaiaretic acid and is a natural antioxidant extracted from an Evergreen desert shrub. It is the first effective food grade antioxidant to win approval for

use in foods. It was discovered by the University of Minnesota in 1942 and is produced under license from the university by the Wm J. Stange Co. It is believed to be the most powerful antioxidant available, and is widely used to protect animal and vegetable fats, candies, dairy products, fish, citrus and essential oils and many other special products.



Count Rodolphe d'Ornano, Lancome Paris, and his wife are seen after their arrival on the Ile de France. Count d'Ornano plans to extend his visit here until the end of the year.

### **DCAT Requests Revision Of "New Drug" Regulations**

The Legislative Committee of the DCAT section of the New York Board of Trade has filed a memorandum with the Federal Food & Drug Administration in regard to new regulations under Section 505 of the Federal Food, Drug and Cosmetic Act. The memorandum suggests changes in the wording of some of the provisions and modification of certain regulations about manufacturing and marketing procedures.

### **Dodge & Olcott Celebrates 157th Anniversary**

Dodge & Olcott of New York City celebrated its 157th anniversary in October. The oldest essential oil house in America, the firm was founded in 1798 at a time when Gen. George Washington was still active in the affairs of the nation. The company has seen 32 presidents, 5 major wars and more than a century and a half of turmoil, movement and progress in the country.

### **Michigan Industrial Chemists To Hold Christmas Party**

The Chemical and Allied Industries Assn. of Michigan announces that its annual Christmas party will be held on December 3 at the Sheraton Cadillac Hotel in Detroit.

### **Gunnell Capsulations, Inc. Announces Reorganization**

Gunnell Capsulations, Inc. of Fraser, Mich. has been reorganized as General Capsule Corp. Andrew S. Mihalik remains as president. He will be assisted by an enlarged board of directors in guiding the corporation.

The firm developed and manufactures a seamless, one-piece filled gelatin capsule for cosmetics in the forms of perfumes, bath oils, deodorants, and hair oils.

### **New Women's and Men's Lines Launched by Monico**

Monico Distributors Inc., a subsidiary of Bourjois Inc., has launched DiBon, a new line of women's bath preparations and Royale Crest, a toiletries line for men.

### **Cosmetic and Drug Leaders Attend Annual Dinner**

The annual dinner on behalf of the Federation of Jewish Philanthropies was attended by over 150 leaders of the cosmetics and drug division on October 26 at the Hotel Ambassador in New York City. Richard Salomon, of Charles of the Ritz, division chairman, presided and introduced the guest speaker, Victor J. Herwitz, attorney, and former assistant district attorney and corporation counsel.

David L. Kaltman, president of D. Kaltman & Co., Inc., who was guest of honor, was presented with a special illuminated scroll by Mr. Salomon.

### **Haarmann & Reimer Appoint French Agent**

Haarmann & Reimer of Holzminden, Germany, have appointed Laboratoires Louis Bornand & Cie. to distribute their products to France and its colonies.

### **Tinkerbell Toiletries Using TV Children's Shows**

As part of a special pre-holiday sales promotion Tinkerbell Toiletries is promoting its merchandise through leading children's and women's television shows in key market areas throughout the country. Children participating on quiz, panel, interview and variety shows will be awarded Tinkerbell toiletries.



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**Rose de Mai Synthetic**  
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interpretation of the fresh flower*

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## **TGA Will Not Sponsor Convention Entertainment**

A committee appointed by the president of the Toilet Goods Association, Inc. to consider the question of entertainment at the organization's annual meeting has recommended to the board of directors that the association, as such, should not sponsor any convention entertainment. The report of the committee was unanimously accepted by the directors at the meeting held on October 27.

## **International Latex Seeks to Enjoin Revlon's Word "Living"**

International Latex Corp. has filed a petition in the Supreme Court for an injunction restraining Revlon Products Corp. from using the word "Living" with its lipsticks or other items. A. N. Spanel, chairman of International Latex Corp. claims that the trade mark "Living" has been used by his company for more than 15 years. It was first used for latex girdles, then gloves and brassieres.

## **Andre Givaudan Visits United States**

Andre Givaudan arrived in the United States recently on his semi-annual visit to this country. Mr. Givaudan visited with his many friends in the industry and discussed topics of current and mutual interest encountered both in this country and abroad. He left the United States on October 29 for his return trip to Paris and Geneva.

## **Zonite Products Corp. Changes Name**

Stockholders of the Zonite Products Corporation at a special meeting on November 3 approved the change of name of the firm to Chemway Corp., it is announced by Charles T. Silloway, president of the company. The change of name will be effected within the next few months. The Zonite Products name, Mr. Silloway said, was restrictive in that it was associated with only one of the company's products.

Chartered in 1922, the company for a long period was known principally for its Zonite, a liquid antiseptic. In recent years activities have expended into the ethical pharmaceutical, proprietary drug, household products and cosmetic fields. The main plant is located in New Brunswick, N. J., with manufacturing and sales subsidiaries throughout the world. The company's volume rose from \$4.2 million in 1953 to \$7.5 million in 1954, due largely to

acquisition of the Lady Esther company. Sales for the first half of 1955 were up to \$4 million from \$3.8 million in 1954.

Among the varied products now manufactured and distributed by the company throughout the world are Argyrol, accepted for over fifty years for the treatment of infections, Argyrol Powder, Forhan's Toothpaste, and Lady Esther cosmetics.



A supercooled liquified propellant is put into an aerosol container in the Polak & Schwarz research laboratory at Hilversum, Holland.

## **Plax Corp. Occupies New Research Building**

Plax Corp., manufacturers of plastic bottles and oriented plastic sheet material, has begun occupation of its new research building in Bloomfield, a suburb of Hartford, Conn., where the firm is presently headquartered. The move was necessitated by a stepped-up research program.

The two-story structure, 140 by 100 feet, provides work areas and office space for research personnel. The building was completed in five months and is the first of two buildings destined to become the heart of Plax operations. A second building, also two stories and for Plax administrative offices, will bring the total area to nearly 53,000 square feet.

Plax, originators of the polyethylene "squeeze" bottle, has embarked on an accelerated research and development program for its two major lines, bottles and oriented sheet material.

The central administrative building, now in the process of construction, will replace rented space presently used by Plax and will consolidate all functions other than manufacturing at one site. Both buildings are brick-faced cinder block construction with aluminum windows. Landscaping will complement the suburban setting.

## **Warner-Lambert Co. Releases Financial Report**

Elmer H. Bobst, chairman of the board and Warner-Lambert Pharmaceutical Co., announced today that the Company earned \$2.61 per share for the first nine months of 1955, compared with \$2.06 per share for the similar period in 1954, including the operations of the Lambert Company for periods prior to March 31, 1955, when it was merged into Warner-Lambert Pharmaceutical Company.

Mr. Bobst also estimated that taking all sales into account, including those of non-consolidated foreign subsidiaries, the Company's world-wide volume amounted to \$76,193,000 for the first nine months of 1955, compared with sales of \$71,937,000 for the similar period in 1954.

## **Revlon, P. Lorillard Will Co-Sponsor '\$64,000 Panel'**

Providing mutual problems are ironed out and contracts are signed, Revlon Products Corp. and P. Lorillard Co. will co-sponsor the new CBS-TV show, "\$64,000 Panel," starting about mid-December. The show will be built around participants on Revlon's "\$64,000 Question," though the actual format has not yet been worked out.

Norman, Craig & Kummel, one of Revlon's agencies, is producing the show. It's expected that all Revlon agencies will sponsor products on the telecast.

## **Tariff Negotiations Have Been Started**

The Interdepartmental Trade Agreement Organization, consisting of the Departments of State, Treasury, Defense, Agriculture, Commerce, Labor, Interior and the U. S. Tariff Commission, has issued a notice that the United States would negotiate agreements under the Trade Agreement Act on a number of products. Public hearings on the matter began on October 31.

Among the articles under consideration are: balsams; flavoring extracts, oils and essences containing more than 50% alcohol; ethers and esters containing not more than 10% alcohol; animal and fish oils, fats and greases; essential oils; perfume materials containing not more than 10% alcohol; perfumes and toilet preparations in finished form; soap; bottles and jars suitable for use as containers for perfumes and toilet preparations; bottle caps and collapsible tubes; and labels printed in less than eight colors.

### Toiletries for Boys Offered by Kings Men Ltd.

Kings Men Junior Toiletries, the only items on the market today especially designed for young men between the ages of ten and 17 years are being offered by Kings Men Ltd., Los Angeles 64, Calif. Two attractive sets are offered in the exact replica of a book. One contains after shave lotion and spray deodorant and the other contains a cream hair dress and deodorant.

### Karl B. Weaver Receives Promotion

J. H. McNash, president of Hazel-Atlas Glass Co., Wheeling, W. Va., has announced that Karl B. Weaver was elected vice president of operations. He succeeds John W. Carnahan, who has retired from active participation in the management of the company.

### N. A. V. S. Announces Spring Shows for 1956

The National Association of Variety Stores, Inc. has announced the dates of the spring shows for 1956. They are:

Dallas, Tex., Baker Hotel, January 8-10; Minneapolis, Minn., Radisson Hotel, Jan. 29-31; Chicago, Ill., La Salle Hotel, Feb. 5-8; Atlanta, Ga., Municipal Auditorium, Feb. 12-14; and Cincinnati, Ohio, Netherland Plaza Hotel, Mar. 4-6.

### Physically Disabled to Give Work Demonstration

Physically disabled employees of G. Barr & Co. will demonstrate their work as operators of a collapsible tube-filling machine at a national exposition of employment of physically handicapped workers to be held in Chicago, November 28-30. A deaf mute, a blind man and a polio victim will participate. The company employs approximately 200 workers, two-thirds of whom are physically handicapped.

### Rhodia, Inc. Develops New Deodorant

Rhodia, Inc. has developed a new industrial deodorant known as "Alamask" T.A.L. It is said that tests indicate this product to be very effective at 1% for overcoming the fatty type odors present in tall oil.

### National Wholesale Drug Assn. To Hold 81st Annual Meeting

The 81st annual meeting of the National Wholesale Drug Assn. will be held at the Greenbrier, White Sulphur Springs, W. Va., November 5-8.

The entertainment program will open Sunday evening, November 6, with a concert by the Purdue University glee club. On Monday evening the 1100 delegates will see a show entitled "West Virginia." The annual dinner-dance will be held Tuesday evening with Howard Lanin and his orchestra and a floor show. Carl J. Schmid is general entertainment chairman.

### O.K. Claim that Sulphur-Lead Dye Makes Hair Look Natural

The claim that sulphur lead dye will change hair to "natural looking" color is not objectionable, the Food & Drug Administration has advised the National Beauty & Barber Manufacturers Assn. following an investigation that disclosed that conventional sulphur-lead type dye will progressively darken dull, gray or faded hair. The FDA, however, will object to claims that the product changes the hair to natural color or original color.

Secret Number 8

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\* SeaKem is the registered trademark for the standardized hydrocolloids obtained from Irish Moss by the Seaplant Chemical Corporation. Extracted and refined by rigidly controlled processes which insure dependable uniformity and purity, SeaKem Colloids are contributing importantly to a variety of drug, cosmetic and pharmaceutical products. In addition to their unique effectiveness in a wide range of stabilizing functions, SeaKem Irish Moss extractives possess interesting emollient and demulcent properties.

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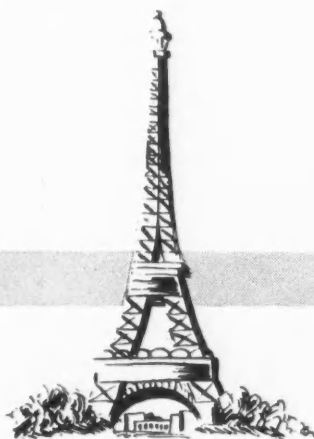
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## Glass Container Shipments At All-Time High

The domestic shipments of new glass containers by the forty-three glass companies which are members of the Glass Container Manufacturers Institute, Inc. reached an all-time monthly high of 1,977,120,000 units last August. The membership represents approximately 95 per cent of the glass manufacturing industry.

## What Makes Women Accept or Reject Cold Wave Permanents?

The National Beauty & Barber Manufacturers Assn. is sponsoring a motivation study to determine what leads women to accept or reject available permanent waving sources or techniques. The study is being conducted by the association's Professional Cold Wave Manufacturers Committee and chain salons. The purpose is to obtain data for a proposed promotional campaign to increase lagging salon permanent waving volume.

## Hazel Bishop Inc. Opens Plant in Lago Chelco, Mexico

Hazel Bishop Inc. which has been selling its cosmetics in Mexico for some time has opened a manufacturing plant in Lago Chelco, Mexico jointly with the International Latex Co. The latter will manufacture baby products and Hazel Bishop Inc. will make cosmetics.

## Consulting Chemists Elect New Officers

The Association of Consulting Chemists and Chemical Engineers, Inc. has announced an election of officers at the annual meeting on October 25. Elected as vice president of the organization was Dr. Foster D. Snell, presi-

dent of Foster D. Snell, Inc. Dr. Erwin DiCyan of DiCyan & Brown was among the councilors who were held over from previous elections.

## E. M. Stolaroff Returns from World Trip

E. M. Stolaroff, president of Natone Co., returned recently from a two month business trip which took him



E. M. Stolaroff

around the world. He visited representatives and distributors of Martha Lorraine make-up brushes and products in Asia, the Far and Middle East, and in Europe.

While in Paris Mr. Stolaroff arranged for an increased volume of Pierre Balmain Perfumes, which are also distributed by the Natone Co., to this country.

## Metal Tube Production One Billion Annually

The Collapsible Tube Manufacturers Assn. reports that approximately one billion collapsible metal tubes are produced annually in this country. A large percentage of this number goes for the packaging of cosmetics, toothpastes and shaving creams.

## Woolcombers, Ltd. Appoints Midwestern Sales Agents

James Thompson, managing director of Woolcombers, Ltd., Bradford, England and J. W. Adams, manager of Westbrook Lanolin Co., a subsidiary of Woolcombers, Ltd., announces the appointment of Midwest-Overseas Trading Corp., Milwaukee, Wisc., as their sole sales agents for the Midwestern area of the United States. Ample stocks of all products will be carried by the concern.

## Boilable Perfumed Baby Pants Now on Market

New baby pants with a built in scent of fresh baby powder, made of a specially formulated plastic to withstand boiling water and stay soft and flexible are being manufactured by Barclay Mills Inc., Fall River, Mass. A light touch of perfume is blended into the flexible baby pants.

## End of Tooth Decay in Sight?

A recent paper put out by the Warner-Lambert Pharmaceutical Co. proposes that tooth decay can be largely eliminated by using a toothpaste which contains sodium oxalate, which strengthens the enamel of the teeth; and sodium dehydroacetate, which acts as an anti-enzyme substance for a minimum of 12 hours. The use of these substances, plus intelligent dental care, should prevent most of the decay, according to the company.

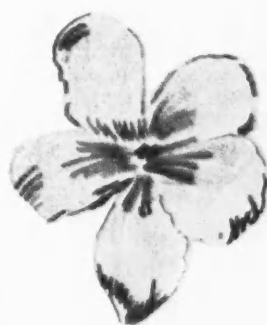
## Packaging Exposition Scheduled For Los Angeles

The Sixth Western Packaging & Material Handling Exposition is scheduled to be held in Los Angeles, July 10-11-12, 1956.

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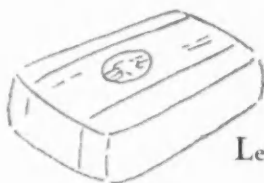
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### Sun Tube Corp. Tries Novel Monthly Promotion Scheme

In order to interest manufacturers in packing their consumer products in tubes the Sun Tube Corp., Hillside, N. J. mails a different tube packed each month to 500 customers and prospects. The Tube of the Month Club thus helps to promote the use of the convenient collapsible tube for many products ranging from tooth paste to oil colors.

### Mary Chess Products Win Packaging Award

Mary Chess products won first prize for beautiful packaging in the Cosmetics Division of the National Paper Box Manufacturers' Assn. annual convention at Atlantic City. The company was also awarded an honorable mention for ingenuity of construction of its perfume jewel box. Over 2000 entrants participated.

### Two Dozen Perfume Samples Offered to Promote Soap Sales

Procter & Gamble Co., manufacturer of Camay soap, is currently offering the opportunity to the general public to sample 24 leading perfumes. These fragrances from the concerns of Mary

Chess, Lenthéric, Anjou, Countess Maritza, Charbet, Bourjois, Harriet Hubbard Ayer, Blanchard, Roger & Gallet, and Lanier are available as part of a promotion scheme for the soap. Enough of each perfume, bottled in an attractive gold tube, is provided for one application.

### Dierberger Industrial Ltda. of Brazil is Now a Corporation

Dierberger Industrial Ltda. of Sao Paulo, Brazil has been reorganized as Dierberger Oleos Essenciais, S. A. with a capital of twelve million cruzeiros. The company specializes in essential oils and the manufacture of isolates and aromatic chemicals. It owns over 700 Ha. of plantations and operates a modern industrial establishment in Sao Paulo. Joao Dierberger Jr., son of the late Joao Dierberger who organized the concern in 1893, is president and director of the company.

### Gunning & Gunning Move Offices in New York City

Gunning & Gunning Inc. have moved their offices from the Starrett Lehigh building to more commodious quarters at 305 East 46 St., New York, N. Y. The telephone number is Eldorado 5-2848.

## Obituary

### Herman G. Weicker

Herman G. Weicker, former secretary and treasurer of E. R. Squibb & Sons, died October 14 in Montclair, N. J. at the age of 80 years. Leaving Squibb in 1920, after about 20 years service, he became an officer with Calco Chemical Co., which is now a part of the American Cyanamid Co. His last position was with S. B. Penick & Co., New York.

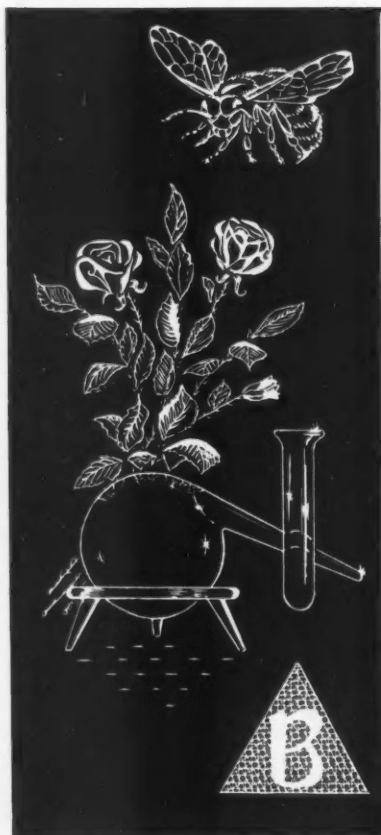
### Louis McDavitt

Louis McDavitt, a retired sales manager for Colgate-Palmolive Co., died on October 15 in Chester, N. J. He was 87 years old.

### Ralph A. Lind

Ralph A. Lind, labor relations director of the Glass Containers Manufacturers Institute, Inc., died enroute to New York by train from Lancaster, Ohio on Oct. 26. He was 58 years old.

Mr. Lind had been with GCMI since 1954. Prior to that he had been director of the industrial and labor relations consulting department of Stevenson, Jordan & Harrison, Inc.



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## Among Our Friends

**DR. BERNARD R. SCHAAFSMA** has been promoted to assistant director of research of the Colgate-Palmolive



Bernard R. Schaafsma

Co. He will supervise the activities of the synthetic detergents division, soaps division, mechanical engineering and pilot plants. Dr. Schaafsma joined Colgate-Palmolive in 1946.

**JOHN L. CASSULLO**, president of Dodge & Olcott, Inc., has returned from a three-week trip to Europe where he attended the International Food Fair held in Cologne, Germany. A comprehensive exhibit by the American Meat Institute represented the meat packing industry of this country. Other food products from the United States were also displayed. William Lasthuysen, D&O flavor chemist, joined Mr. Cassullo at the fair.

**LEON P. BRICK** has been elected executive vice president and acting



Leon P. Brick

president of Onyx Oil & Chemical Co. He is in complete charge of sales from the firm's home office and six branch offices. Mr. Brick, who was formerly with E. I. DuPont de Nemours & Co. and the Clifton Yarn Mills, has been associated with Onyx for 28 years.

**H. CHANDLER SMITH** has been assigned to headquarters staff of the chemical sales division of Chas. Pfizer & Co., Inc. as assistant to Paul E. Weber, assistant sales manager. For the past three years he has been the company's eastern regional manager. John E. McVeigh succeeds Mr. Smith in that position, with Jack D. Langlois taking Mr. McVeigh's former place as manager of the food and beverage department.

**MISS DOROTHY MORRISON** has been appointed publicity and promotion director of Roger & Gallet. She will also work with Robert Buckalew, the company's vice president of marketing, on merchandising and packaging.

**MICHAEL J. HICKEY** has been appointed chemist in charge of quality control of perfume, essential oil



Michael J. Hickey

and other related raw materials of the Florasynth Laboratories, Inc. Mr. Hickey has been associated with the essential oil field for 17 years.

**WALT PHILLIPS**, who has been confined to the Irvington General Hospital for some time, is now recuperating at his home in Newark, N. J.

**MAXWELL J. JONES** was elected president and treasurer of the Obear-Nester Glass Co. at a recent board of directors meeting in St. Louis, Mo. Associated with the company for the past 29 years, he has served as executive vice president and a member of the board of directors since 1949. Mr. Jones succeeds the late Joseph M. Nester.

**MAURICE G. COUDERCHET**, president of Charabot & Co., Inc., New York, has been elected to the Board of Directors of the French Chamber of Commerce of the U. S. A.

**DONALD D. BURR** has been elected president of Hazel Bishop, Inc. He was for the past three years the company's vice president in charge of sales, and prior to that was national sales manager. In announcing Mr. Burr's elec-



Donald D. Burr

tion, Raymond Spector, chairman of the board of Hazel Bishop, also revealed that for the current quarter the company had achieved its highest sales and earning record in its history.

**R. E. HORSEY**, vice president in charge of sales of Givaudan-Delawanna, Inc., was interviewed by Conrad Nagel on the television program Mr. Executive on October 16. The program also featured a short film taken of the Givaudan factory at Delawanna, N. J.

**W. J. WICK**, executive vice president of Kolmar Laboratories, has departed on an extended world trip. His itinerary includes a visit to the Kolmar plant in Paris, France, and a stop-over in Bombay, where his company is exploring the possibility of establishing



W. J. Wick

operations. The primary purpose of the journey however is to consult with Leslie Lionel Hall, managing director of Kolmar of Australia, in Sidney, with whom Mr. Wick will go over building plans and physical layout for a new plant to be built in that country.

AUSTIN M. BROWNE has been named to the newly created position of Manager of Market Development for the Glass and Closure division of



Austin M. Browne

Armstrong Cork Co. Mr. Browne comes to his new position with 20 years experience in the field, having joined the Armstrong organization in 1935. Paul W. Triplett will succeed Mr. Browne as manager of Armstrong's Detroit office.

J. L. WEISMAN, director of the foreign division of Felton Chemical Co., Inc. is currently making a seven week tour of Europe. Mr. Weisman will visit the Felton plant in Versaille, France and call on representatives of his company in Germany, Switzerland, Austria, Greece and Italy.

DR. JOHN L. DANDREAU, founder, first and only Dean of the College of Pharmacy of St. John's University, will retire at the close of the current academic year.

MISS PHYLLIS FLOWER, formerly Associate Editor of Cosmetics and



Miss Phyllis Flower

Toiletries of *McCall's* magazine, has been named Associate Beauty Editor. She will work directly with Mrs. Miriam Gibson French, the magazine's Beauty Editor.

WILLIAM A. LADD, pioneer in electron microscopy, has become associated with Foster D. Snell, Inc., consulting chemists and engineers.

WILLIAM M. HOLMES, chairman of the board of Jacqueline Cochran, Inc., has been appointed 1955-56 campaign chairman of the State of New York Chapter, Arthritis & Rheumatism Foundation.

CHARLES R. KIRCHER has been appointed director of lipstick research for Kolmar Laboratories, Milwaukee, Wisc. For the past decade he was in charge of control and lipstick development at the Port Jervis plant of the company.

WILLIAM R. KINER has been named manager of drug and cosmetic sales in the New York district for the



W. R. Kiner

J. Seele, Jr.

Glass and Closure division of Armstrong Cork Co. John Seele, Jr. has been appointed manager of wine, liquor and carbonated beverage sales in the New York district. Mr. Kiner, a veteran of 29 years with Armstrong, has been working in the New York area since 1946. Mr. Seele, who has been with the company since 1946, comes to New York from Chicago.

GENE D. WILKEN has been named sales manager of the western division of Bristol-Myers Products Division. He will make his headquarters at the company office in Los Angeles. Mr. Wilken succeeds Bruce Mansfield, who resigned to enter business for himself.

JOHN J. GAVIN has been appointed to the position of chief microbiologist of the Food Research Laboratories, Inc.

G. DOUGLAS REED has been appointed to the newly created position of vice president in charge of manufacturing of McCormick & Co. He joined the production department of McCormick in 1940 and was elected to the board of directors in 1946.

RAYMOND STETZER has been appointed vice president of research and development of Revlon Products Corp. A graduate of the City College of New



Raymond Stetzer

York, he has been with the company as chief chemist since 1943.

I. GERARD JULIBER is new vice president of personnel and labor relations of Revlon Products Corp. He has been associated with company as director of personnel since 1950.

MISS MALA RUBINSTEIN, niece of Madame Helena Rubinstein, and director of all the salons of this organization, will be the featured speaker at the luncheon of Cosmetic Career Women to be held at the Waldorf Astoria hotel on November 29. The subject of Miss Rubinstein's address will be "Women's Role in the Cosmetic Industry."

WILLIAM C. MALTON, JR., is the new advertising manager of the Export and Fine Chemical division of Shulton, Inc. Prior to joining Shulton, he was advertising manager for Inter-American



William C. Malton, Jr.

Orange Crush Co., Chicago, and earlier was advertising manager for Compañia Mercantil Real, Mexico City. Mr. Malton will make his headquarters at Shulton's New York offices.

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# Chemical Abstracts

**Properties of Paraffin Waxes. Composition by Mass Spectrometer Analysis**—Ind. Eng. Chem., 47, 1219, 1955. Each use of paraffin wax is best satisfied when the wax has a certain combination of physical properties. This study was undertaken to relate the composition of paraffin waxes as determined by mass spectrometer analysis to melting point, blocking temperature, penetration, and tensile strength. Melting point is affected not only by molecular weight distribution but also by distribution according to chemical type. For a paraffin wax of any given melting point, three principal factors of chemical constitution can affect its physical properties: (1) amount of low-melting "tails" in the molecular weight distribution, (2) relative "peakedness" of the molecular weight distribution of n-paraffins, and (3) proportions of n-paraffins and of isoparaffins and cycloparaffins contained in the wax. The presence of low-melting tails tends to give higher penetration values and lower blocking temperatures; increased peakedness of n-paraffins is associated with a higher blocking point and a more rapid rise in penetration with temperature. A high n-paraffin content in a wax favors a lower penetration and a higher blocking temperature. A definite correlation has not been established between the composition of a wax and its tensile strength, possibly because this property is affected strongly by substances present in the wax in trace quantities, and not readily detected by the mass spectrometer. A large percentage of high molecular weight

isoparaffins and cycloparaffins tends to increase tensile strength.

Mass spectrometer analysis should be a valuable tool for predicting the performance of waxes and developing improved wax products. William R. Turner, Donald S. Brown, and Donald V. Harrison—1219, Industrial and Engineering Chemistry, P. 61A June 1955.

**The Effect of pH Variations of Ointment Bases on the Local Anesthetic Activity of Incorporated Ethyl Aminobenzoate. I. Hydrophilic Ointment** U. S. P. V. N. Bhatia and R. H. Barber. J. Am. Pharm. Assoc. 44, 342-343 (1955).—Ointments prepared by incorporating five per cent ethyl aminobenzoate in Hydrophilic Ointment U. S. P. were buffered at different pH values ranging from 3.5 to 10. The local anesthetic activity of these ointments was compared by the "rattail" method of measuring analgesia. The optimum activity was found to be close to the pH of rat skin, pH 6.48, and decreased markedly in ointments having a higher or lower pH.

**A Taste Panel Study of the Saccharin "Off-Taste."** Fred J. Helgren, Matthew J. Lynch and F. J. Kirchmeyer. J. Am. Pharm. Assoc., 44, 353-355 (1955).—Standard taste panel techniques have been used to study the incidence of the off-taste of saccharin salt solutions, freshly prepared without heating. Evidence is presented to show that the off-taste of saccharin is intrinsic in the saccharin molecule as tasted by individuals who are sensitive to it. Decomposition products or trace impurities are not essential to the off-taste re-

sponse. Approximately 25 per cent of the population can be expected to detect the off-taste in saccharin concentrations up to 0.026 per cent, equivalent to about 10 per cent sucrose. It has been shown that the off-taste response was substantially the same for saccharin sodium, saccharin calcium and for saccharin sodium prepared by new synthetic methods intended to eliminate trace impurities.

**Arsenic Content of Hair.** F. A. Herman (Canada Dept. Agr., Kentville, Nova Scotia). Can. Med. Assoc. J. 71, 498(1954).—The As content of the hair of 18 individuals at various times ranged from 0 to 12.9 mg./100g. Thru C. A. 49, 5615g.

**Method for the Chromatographic Separation of Very Polar Steroids.** Maurice M. Pechet (Nat. Inst. of Health, Bethesda, Md.). Science 121, 39-40 (1955); cf. C. A. 48, 4038f.—The earlier method was adapted to rapid sepn. at room temp. of very polar steroids by prior impregnation of the filter paper with H<sub>2</sub>O. The mobilities of pregnane-3B,5B,14B,19,21-pentol-20-one, tetrahydro-17-hydroxycorticosterone, tetrahydrocortisone (I), dihydrocortisone (II), 17-hydroxycorticosterone (III), aldosterone, and cortisone were compared with 6 solvent systems, all of which contained a hydrocarbon, an alc. or ethyl acetate, and H<sub>2</sub>O. In all systems, the C<sub>21</sub>O<sub>5</sub> steroids moved faster than the C<sub>21</sub>O<sub>6</sub>. For complete identification, at least 2 solvent systems were necessary, as I and II moved faster than III in 3 of the systems and more slowly in the other 3. Thru C. A. 49, 5557f.

**Synthesis of Heliotropin from Isosafrole by the Dichromate Method.** Koh Kimhok and Roh Siente. Formosan Sci. 5, 36-8 (1951) (in English).—Isosafrole (50 g.) with a mixt. of 80 g. K<sub>2</sub>Cr<sub>2</sub>O<sub>7</sub>, 130 g. H<sub>2</sub>SO<sub>4</sub>, 4 drops HNO<sub>3</sub>, and 800 ml. H<sub>2</sub>O at 50 yields 66.9% heliotropin. Thru C. A. 5367a.

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**Sorbic Acid as a Fungistatic Agent for Certain Pharmaceutical Preparations.** D. D. Puls, L. F. Lindgren, and F. P. Cosgrove (Univ. of Nebraska, Lincoln). *J. Am. Pharm. Assoc.* 44, 85-7 (1955).—Sorbic acid was found to be superior to benzoic acid as a fungistatic agent in pharmaceutical preps. Thru *C.A.* 49, 7195c.

**Studies of the In Vitro Lipid Metabolism of the Human Skin. I. Biosyntheses in Scalp Skin.** N. Nicolaides, O. K. Reiss, and R. G. Langdon (Depts. of Med. and Biochem., Univ. of Chicago, Chicago, Ill.). *J. Am. Chem. Soc.* 77, 1535-38 (1955). The incorporation of isotopic carbon from 1-C<sup>14</sup> acetate into the lipids by human scalp skin slices was studied. Acetate was incorporated into the fatty acids, squalene, sterols and probably the wax alcohols. Of the total activity, 40% was incorporated into squalene while only 2.6% was found in the sterols. Squalene has been recently implicated as a sterol precursor. The high squalene content of human scalp skin made direct isolation of this hydrocarbon possible. Its specific activity was found to be 10 times higher than that of the sterols, an observation which supported the above implication. Thru *J. Am. Oil Chemists' Soc.* 32, 377 (1955).

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the ownership, management, and circulation of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, published monthly at Bristol, Conn. for October 1, 1955.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, J. H. Moore, Jr., 48 West 38th St., New York 18, N. Y. Editor, William Lambert, 48 West 38th St., New York 18, N. Y. Managing editor, None. Business manager John H. Muller, 48 West 38th St., New York 18, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Moore Publishing Co., Inc., 48 West 38th St., New York 18, N. Y.; J. H. Moore, 48 West 38th St., New York 18, N. Y. (Majority and controlling stockholder); J. H. Moore, Jr., 48 West 38th St., New York 18, N. Y.; Gertrude A. Moore, Indian Head Point Road, Riverside, Conn.; Richard T. Moore, Indian Head Point Road, Riverside, Conn.; Dorothy J. Benson, Oak and Spruce Street, Pine Lakes, N. J.; H. O. Andrew, 48 West 38th Street, New York 18, N. Y.

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

J. H. Moore, Jr.

(Signature of publisher)

Sworn to and subscribed before me this 13th day of September, 1955.

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## Market Report

### Upturn in Sales Continues

**T**HE upturn in sales of essential oils, aromatic chemicals and closely related articles that developed in September was further extended over the past month. Demands for articles that normally go into winter preparations

and year-end holiday goods pressed more heavily upon the market. Flood conditions that hit the Northeastern section of the country likewise spurred the call for goods to replace stocks that had been lost or damaged.

#### PRICE CHANGES

##### ADVANCES

	CURRENT	PREVIOUS
Balsam, Tolu	\$3.75	\$3.70
Safrol	\$1.45	\$1.35
Oil geranium, Bourbon	\$13.00	\$12.50
Oil caraway	\$3.85	\$3.75
Candelilla wax—		
Crude	0.49	0.47
Refined	0.52	0.50
Coconut oil, crude	0.11	0.10 $\frac{3}{4}$
Tallow, fancy	0.08 $\frac{3}{4}$	0.08
Grease, white	0.09 $\frac{1}{2}$	0.08 $\frac{1}{8}$
Castor oil, No. 1, tanks	0.16 $\frac{1}{4}$	0.15 $\frac{1}{2}$
Copra, coast, ton	\$151.00	\$150.00

##### DECLINES

Oil peppermint—		
Natural	\$6.20	\$6.50
Redistilled	\$6.70	\$6.90
Gum rosin, Mary, cwt.	\$8.47	\$8.54
Oil clove, leaf	\$1.25	\$1.35
Oil ocotea cybarum	0.75	0.78
Oil patchouli	\$7.65	\$7.85
Menthol, Brazilian	\$8.50	\$8.80

Prices per pound unless otherwise specified.

##### SPICE OILS TENDING UPWARD—

With storms having seriously affected the supply of East Indian nutmeg oil, demands for the West Indian variety grew more pressing, thus creating a decidedly strong tone to the market. Oil ginger was another strong item with spot prices moving upward. Various grades of oleo resin ginger are likewise tending upward to reflect the strong conditions resulting in the spice.

##### CITRUS OUTLOOK BRIGHT—

With the use of citrus oils and fruit flavors in beverages running at a fairly even pace throughout the year, observers express a feeling of optimism regarding the outlook for trade. Recent development of low calorie drinks and generally improved economic conditions have served to make the soft drink business an all-year round

business, it is pointed out. While the recent downward price trend in lime oil is believed to have been checked, some suppliers point out that there are ample quantities to take care of overall demands.

##### MINT OIL TREND MIXED—

While prices for peppermint oil showed a further decline over the past month the general tone of the market appeared highly mixed in the face of reports concerning the small percentage of really good quality oil that was produced from this year's crop. Some trade observers believe that such a condition may stiffen the market later on. Because of the various qualities of oil offered on the market there was a rather wide spread in quotations. About a third of the 610,000 pounds of spearmint oil produced this year came from the Far West. Mid-west plantings were off about 20 percent

and yields in the Central States were off by as much as 25 percent because of early frosts.

##### LEMONGRASS GRADING—

Production of lemongrass oil in India has been placed under supervision of the Ministry of Food & Agriculture. Specifications place the minimum citral content at 75 percent by volume. Two grades, namely special and grade A, are offered for export. The special grade is said to have a citral content of 80 percent while grade A has a citral content of not below 76 percent. Irregular price fluctuations in lemongrass oil have continued to make it exceedingly difficult for importers here to obtain a clear picture of the future trend in this item.

##### GLYCERIN USE GAINS—

Despite a greater production, especially in the case of synthetic material, there is not much glycerin to be had in the open market. The last sizeable lot of Argentine crude glycerin that arrived here, amounting to about 1400 tons, was about a month ago. Early in October there was a lot of 500 tons that came up for sale but the material was purchased by Canadian interests. Some fairly good quantities of crude material arrived from Japan in the early part of last month but these goods had been purchased some time ago. In the face of a rising consumption, and light supplies available in the open market, a generally firm market is expected over the balance of the year.

##### MENTHOL EASIER—

Consumer demand continued to lag and an easier tone developed in the Brazilian product. The sharp break in shipping prices from Japan also served to have an influence on the general tone of the market. Offers of natural menthol from Brazil were noted at \$8.50 to \$8.60 per pound, duty paid.

##### VANILLA SUPPLY LIGHT—

Most of the old crop of Bourbon vanilla beans has been sold and it will be many months before new crop beans will start to arrive in this market. Based on some estimates not more than thirty tons of old crop material is available for export. Some trade factors appear somewhat concerned over the quality of the coming crop. The firmness in the market has served to hasten operations on the part of some curers with the result that such a speed-up in handling new crop green beans may tend to affect the quality of the beans. It could likewise have an adverse influence upon the keeping quality of the new beans, it is said.



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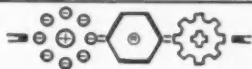
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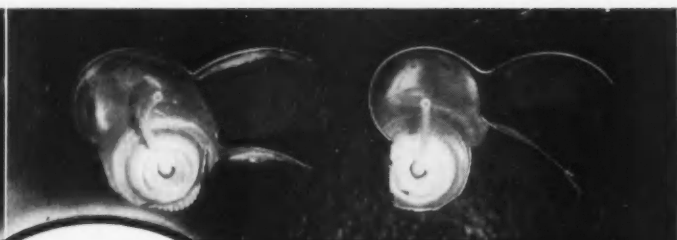
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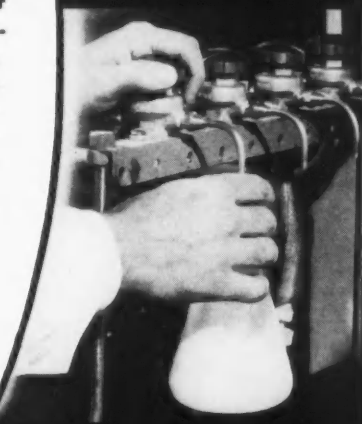


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